AUTOMATIC WORLD

VOLUME 10

JANUARY, 1940

NUMBER 2

ENTERED AS SECOND-CLASS MATTER JUNE 19, 1931, AT THE POST OFFICE AT FORT WORTH, TEXAS, UNDER THE ACT OF MARCH 3, 1879.

SHOW TIME IS YOUR TIME

The big show will soon be in full swing and you are the King. Everything has been planned to make this affair live in your memory as the grandest event you ever attended. There'll be all kinds of attractions, special features, famous people, deluxe entertainment, and plenty to think about. » You'll find much to marvel at, more to see, and a host of good fellows to pass the time with. The Rock-Ola organization will be on hand to assist you in every way possible. Just look us up, on the sixteenth floor, and we'll be glad to put ourselves at your convenience. For in the spirit of this grand occasion, remember that show time is really *your* time.

It's Rock-Ola for 40!

Rock-Ola's
GREAT NATION-WIDE
DISTRIBUTOR
ORGANIZATION
Entire 16th Floor
SHERMAN
HOTEL

It's

ROCK-OLA

for '40

ROCK-OLA *Luxury Lightup* PHONOGRAPHS

The SUPER Model

Streamlined beauty . . . gorgeous animated coloring . . . gay . . . glamorous . . . appealing . . . that's the Rock-Ola SUPER Phonograph for 1940. A new creation in tone quality is accomplished with two speakers. In lower grille a large 15″ speaker is encased in a resonating tone chamber and at the top of the cabinet, a special Auditorium Reinforcement 8″ speaker offers directional control for large locations. The Super Model includes all established Rock-Ola features. Height 60″; Width 38″; Depth 26½″; Shp. Wgt. 460 lbs. See details on pages eight and nine.

It's Rock-Ola for '40

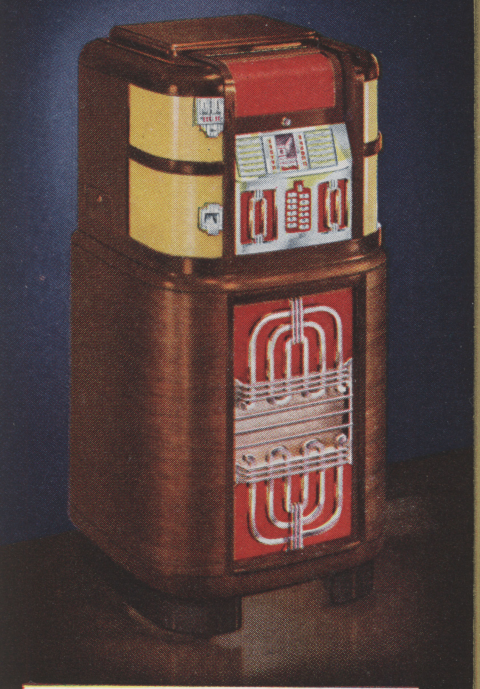
ROCK-OLA *Luxury Lightup* PHONOGRAPHS

The MASTER Model

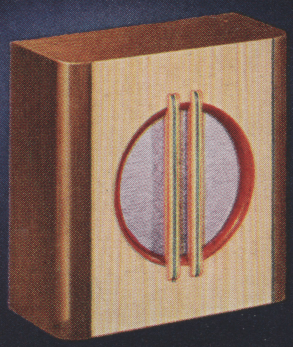
An unusually attractive model with many Rock-Ola exclusive features. Has one 12″ speaker mounted in tone resonator chamber behind lower grille. Newly developed popular bass. Plays 20 records, fully selective. Comes equipped with 99% slug-proof coin chute as standard equipment, two heat motors, improved drop switch. Also new Line-O-Selector with large feather-touch numbered keys and accurate visibility. Moving clouds of gay fascinating color in side panels and speaker grille. Height 54¾″; Width 35½″; Depth 25″; Shp. Weight 420 lbs.

It's Rock-Ola for '40

ROCK-OLA *Luxury Lightup* PHONOGRAPHS



MATCHED LIGHT-UP STAND
with built-in speaker for Junior Model. Beautiful Walnut finish with colorful metal and plastic light-up Grill. Dimensions: Height 53¼"; Width 25½"; Depth 21¾"; Shipping Weight 85 lbs.



MATCHED WALL SPEAKER FOR JUNIOR MODEL
Easily placed for most desirable acoustic control. Standard equipment with Junior Model when purchased for counter installation. Eliminates direct blaring in ears of customers.

ECONOMY METAL STAND FOR JUNIOR MODEL
Sturdily constructed metal stand in attractive color. Has enduring finish. Equipped with hard rubber rollers for convenient movement. Shp. Wgt. 35 lbs.

The JUNIOR Model

Attractively styled and designed to harmonize with any interior. Highly polished walnut finish with colorful illuminated panels. A beautiful musical instrument scientifically proportioned for small or multi-room locations. Two profitable installations. Counter Installation—with matched Wall Speaker as Standard equipment. Stand Installation—for small floor space. JUNIOR Model is available either with convenient auxiliary matched Wall Speaker or with colorful matched lightup stand having built-in speaker. Separate modern speaker allows acoustic flexibility and eliminates blaring at customers. Low current drain high fidelity 15 watt amplifier. Uses all-metal tubes. 100% steel floating frame gives extra durability and rigidness. Entire mechanism conveniently serviced from front or rear. Handy cashbox serviced from side. 12 record mechanism, 5c & 10c coin chutes—99% slug-proof. Height 22"; Width 24"; Depth 21¼"; Shipping Weight 210 lbs.

It's Rock-Ola for '40

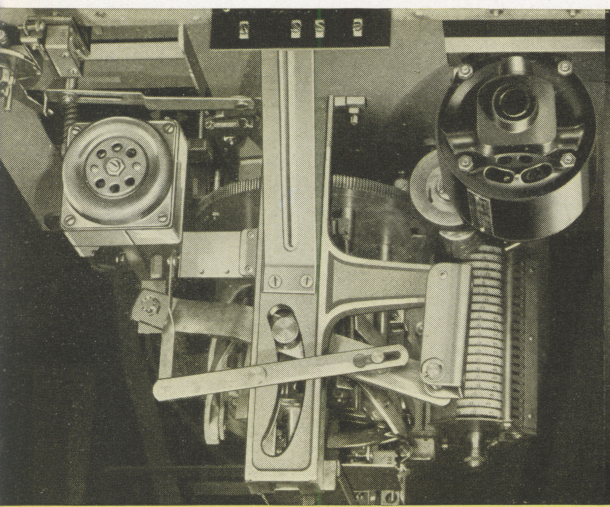
DRINK
Coca-Cola
PAUSE
DELICIOUS
HORLICK'S
MALTED MILK

Features

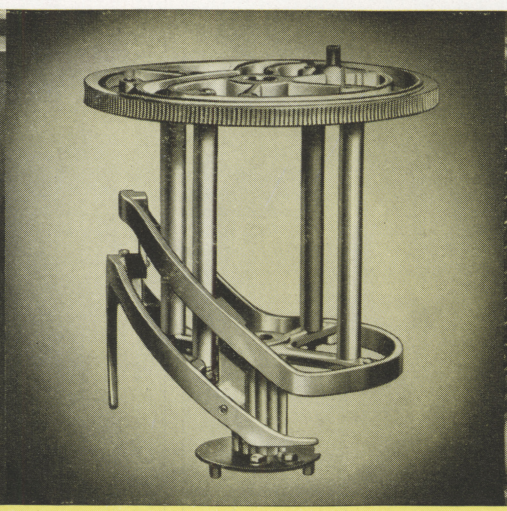
DETAILS ARE IMPORTANT . . . FOR IN THEIR AGGREGATE IS THE PERFECTION OF FINISHED PRODUCT

LINE-O-SELECTOR

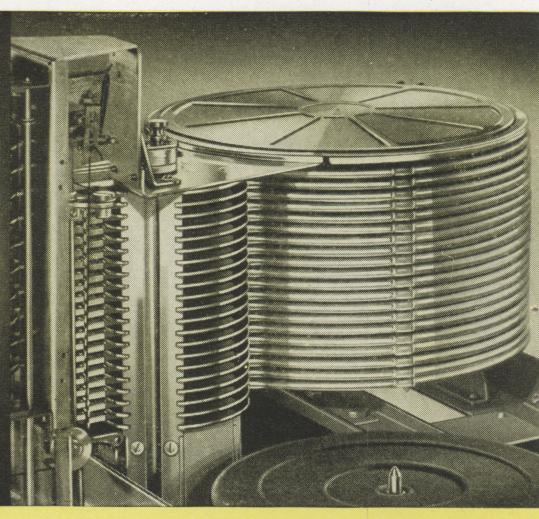
Amazing new Line-O-Selector clearly lines up title slip with proper button sight for quick selection. Eye level selector panel enables patron to make record choice with ease and comfort. Selector key and program coordinated in easy-to-see position. Large roomy transparent keys are illuminated and numbered to allow accurate visibility. Program holder consists of two panels that are simply removed in one easy operation. Greater convenience and increased patron acceptance.



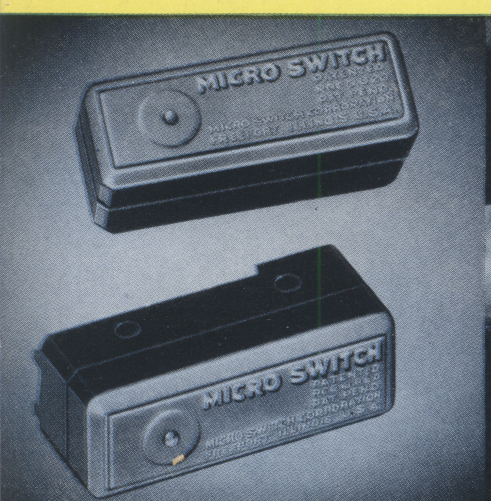
DUAL MOTORS FOR EFFICIENCY—Control motor especially designed for changing records only. Turnable motor specially patterned by experienced Rock-Ola engineers. Dual motors eliminate necessity for clutches and other extraneous parts. A plus value that means less wear and greater service.



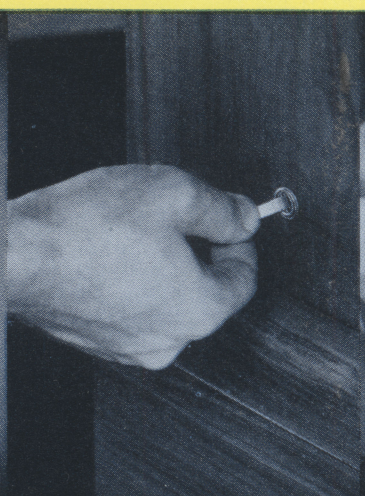
ONE POSITIVE CAM MOVEMENT—Service-free changer mechanism controlled by single cam assembly worm driven by V-belt from motor. So simple there's nothing to require service. A proven example of Rock-Ola engineering and scientific mechanism construction.



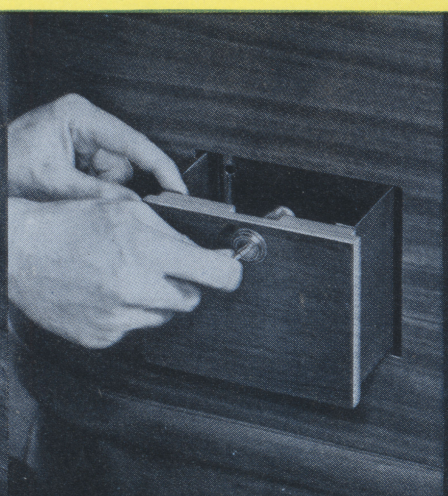
AUTOMATIC MULTI-SELECTOR—Patrons can select one or twenty records. Plays records in rotation if no choice is indicated. Simplicity of construction and numbered record trays mean simplified servicing. Another feature that makes the Rock-Ola a marvel of perfection.



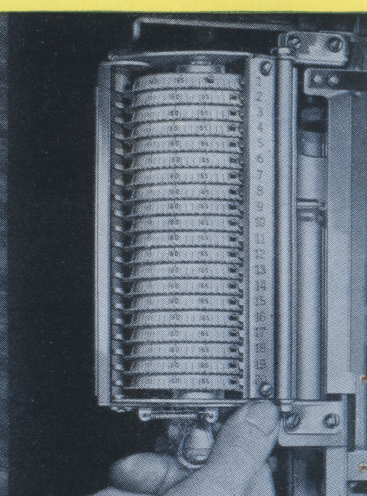
MICRO-SENSITIVE SWITCH—Here is an extra DeLuxe feature. Operated by means of new mechanical development. Gives more positive adjustment. Eliminates burning or sticking of contact points. Essential for mechanical precision.



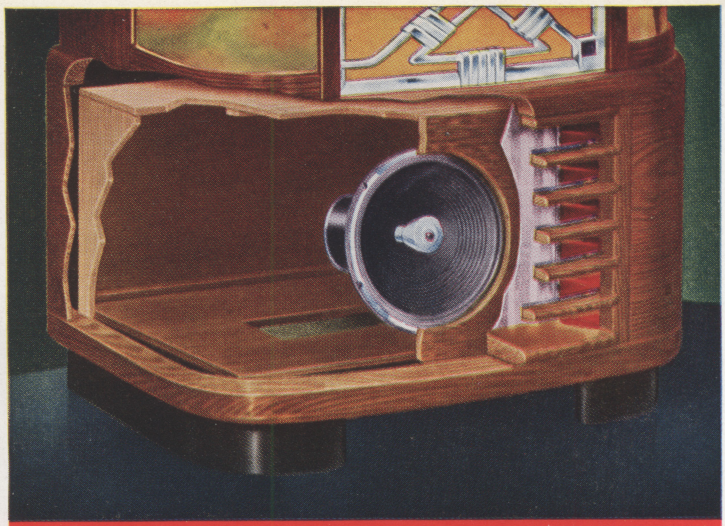
VOLUME CONTROL—Easily accessible from side of cabinet. Adjustment protected from tampering by counter sunk screw head. Location can be furnished key for adjustment. An additional convenience.



NEW CASH BOX—Standard Equipment. All 1940 Luxury Lightup models have cash box easily serviced from outside. Another exclusive Rock-Ola convenience.



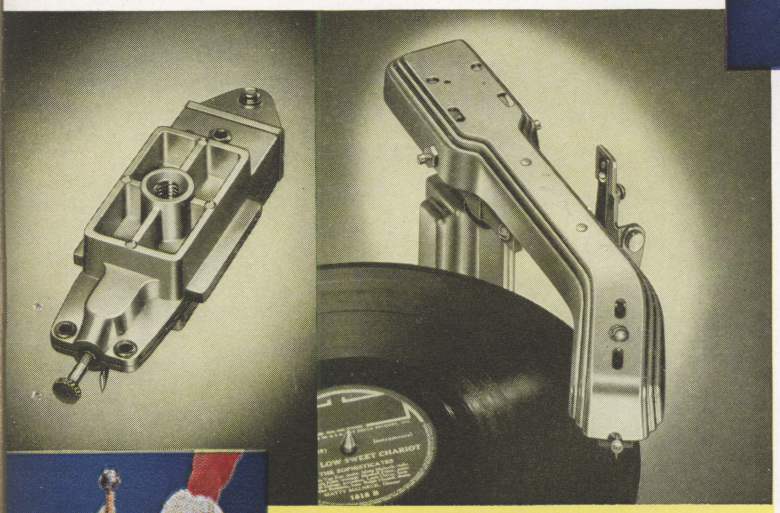
AUTOMATIC PLAY REGISTER—Improved mechanism assures accurate count. Valuable check of most popular records. A simple twist of the knob and the entire register is reset.



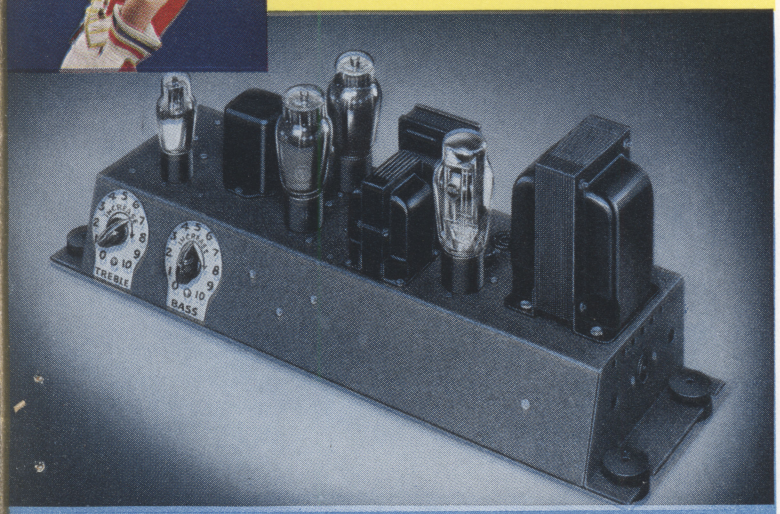
TONE RESONATOR

For the first time, a speaker and associate acoustic chamber have been isolated from distortion caused by the ordinary cabinet and mechanism construction interference, such as tone traps and vibration. Exclusively new for 1940 in **SUPER** and **MASTER** models, this scientifically constructed built-in tone resonating chamber allows Jensen speaker a constant load with more bass.

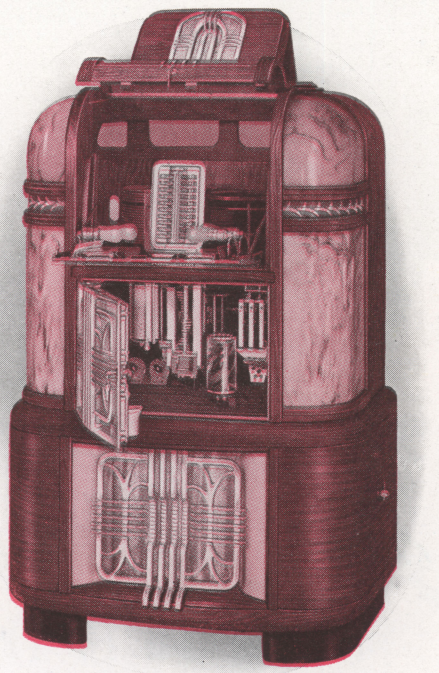
Famous Rock-Ola 99% Slug Proof Coin Chute—The perfect foolproof chute. Patrons can see where to put their coins by means of illuminated windows. Bent coin rejector eliminates sticking. Newly developed drop style, furnished with mounted glass level.



CRYSTAL PICK-UP—Newly designed 1940 metal encased crystal pick-up assures finest tone possible. Ventilated tangent transducer tone arm made of extra light die cast aluminum on special support for additional vibration insulation. Reduces wear to a minimum. Gives perfect trackage.



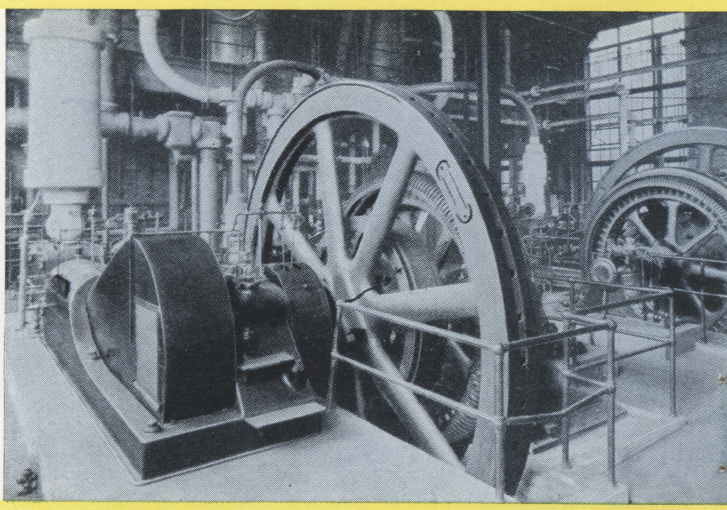
PERFECTED AMPLIFIER—Wider range . . . extended treble . . . bass boost at low volume. 35 Watts. Impossible to overload amplifier or speaker with loudest records. Ample for largest locations. Also new streamlined chassis . . . neat . . . clean . . . light . . . easy to handle . . . well ventilated . . . floating mounting. Tubes thus insulated from speaker . . . do not get vibration . . . insures longer tube life.



Front Door Accessibility—Here is a feature that makes servicing a pleasure. Each piece of mechanism in clear view and easy to reach. An important convenience and timesaver. No longer is it necessary for operators to grope in the dark behind the phonograph to change records, collect money, or service parts. Now with the new simplified accessibility, all that is necessary is a turn of the key and the front door is open. Every mechanical unit is in plain sight.

WOOD-WORKING—Rock-Ola's wood-working plant is known throughout the United States as one of the most modern and best equipped shops in the industry. Luxury Lightup cabinets are completely assembled and "finished" in the Rock-Ola factories by highly skilled cabinet-makers with years of specialized experience. Every man is an exceptional craftsman.

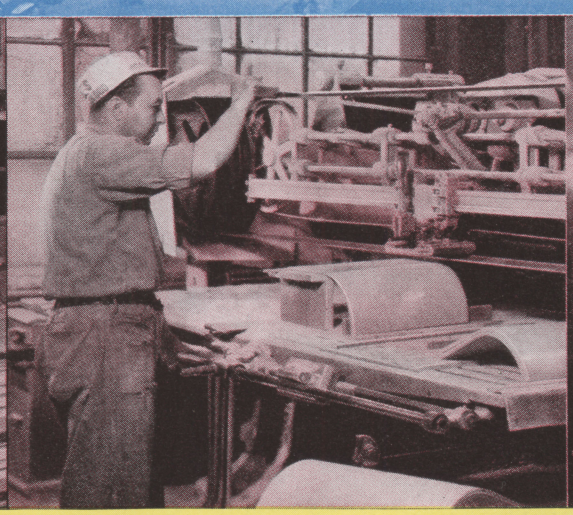
THE *Greatest Phonograph*
PRODUCED IN THE
Greatest
FACTORY IN THE INDUSTRY



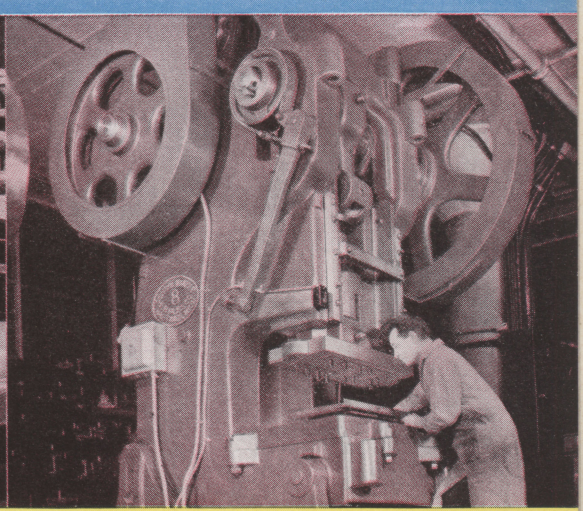
POWER—Rock-Ola's tremendous operations are fully supplied from this great modern Rock-Ola power plant. One of the largest of its kind anywhere. Here in the factory sufficient power is generated to supply the demands of an average American city. A model of efficiency and indicative of the extensive resources available at the largest plant in the industry.

FORM 105-100-12-39 PRINTED IN U. S. A.

BUILDING VENEERS—Luxury Lightup cabinets are noted for their enduring quality and lasting beauty. In this illustration, carefully selected veneers are being built up into panels. Only the finest of all materials are used in the construction of Rock-Ola Luxury Lightup Phonographs.



PLASTICS—Large areas of colorful translucent plastics are used for 1940. Tons of this material are received in rough form, then sized, sanded, and finished piece by piece to a high luster. Luxury Light-up phonographs are famous for their gay lighting effects made possible by the use of catalin.



MODERN MACHINERY—This is but one of the huge machines installed to speed up 1940 production. New drill presses, punch presses, and other equipment have been placed into operation to assure continuous and ample production facilities. Modern machinery means precision work.

ENGINEERING DEPARTMENT—Hundreds of skilled workers and tons of machinery are congregated into this one department. For this is where each Rock-Ola mechanical development is created, tested and perfected. All such work is carefully supervised by highly efficient engineers working with the latest scientific equipment. The same care is adhered to in every production department to properly achieve the perfection Rock-Ola is noted for.

INSPECTION—Every phase of Luxury Lightup construction must be inspected and passed before materializing into the finished phonograph. Every unit receives an intensive "work-out" to insure perfection. No improvement is accepted for regular phonograph construction until this department has utilized exhaustive experiments and tests. This careful procedure gives Rock-Ola operators a service-free musical instrument.

"STRIKE UP THE BAND"

RMC

IT'S ROCK-OLA FOR '40

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

BOYLE AMUSEMENT CO.

522 Northwest Third Street — OKLAHOMA CITY, OKLA.

Telephone 7-5631

FISHER BROWN

2206 South Harwood Street — DALLAS, TEXAS

Telephone 4-6131

UNITED AMUSEMENT CO.

310 South Alamo Street — SAN ANTONIO, TEXAS

Telephone Cathedral 14311

STELLE & HORTON

1513 Louisiana Street — HOUSTON, TEXAS

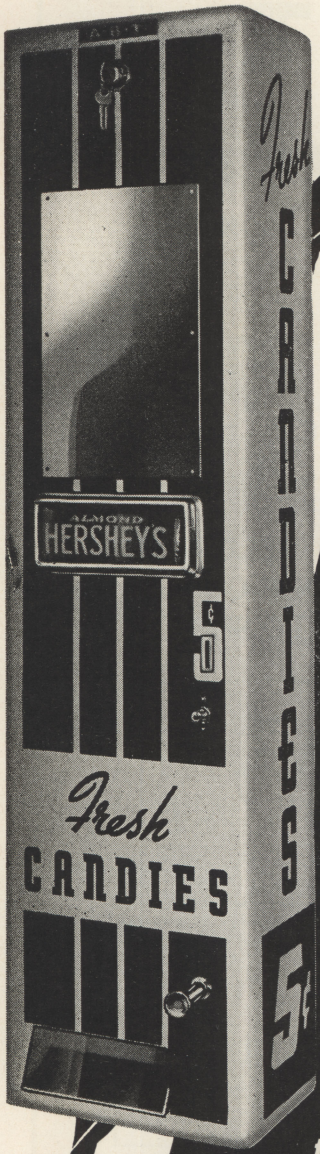
Telephone Fairfax 4096

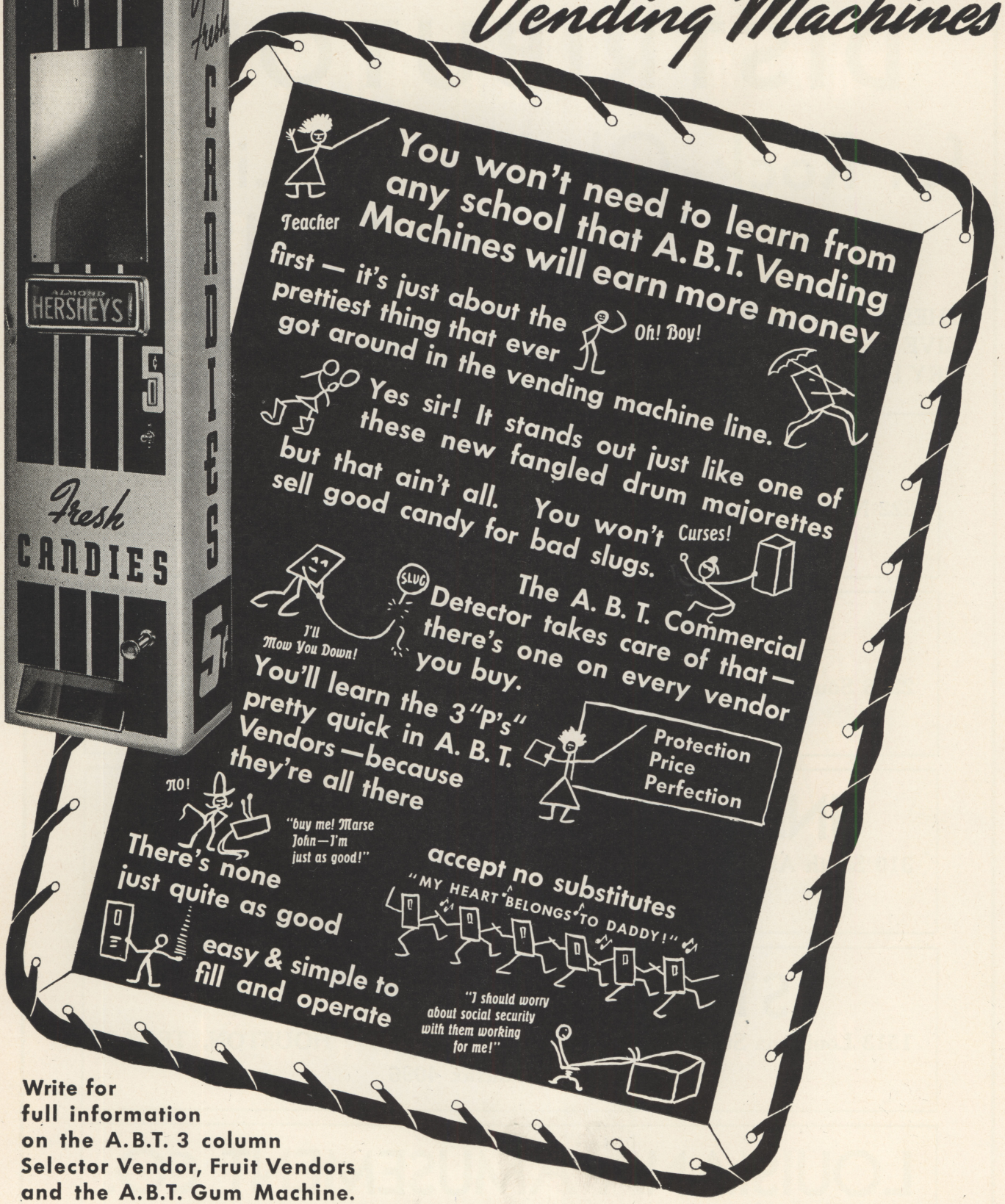
LOUISIANA AMUSEMENT CO.

822 Carondelet Street — NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

Speaking about Vending Machines




You won't need to learn from any school that A.B.T. Vending Machines will earn more money
Teacher
first — it's just about the prettiest thing that ever got around in the vending machine line.
Oh! Boy!
Yes sir! It stands out just like one of these new fangled drum majorettes
but that ain't all. You won't sell good candy for bad slugs.
Curses!
SLUG
I'll Mow You Down!
The A. B. T. Commercial Detector takes care of that— there's one on every vendor you buy.
You'll learn the 3 "P's" pretty quick in A. B. T. Vendors—because they're all there
Protection
Price
Perfection
NO!
"buy me! Marse John—I'm just as good!"
There's none just quite as good
accept no substitutes
"MY HEART BELONGS TO DADDY!"
easy & simple to fill and operate
"I should worry about social security with them working for me!"

Write for full information on the A.B.T. 3 column Selector Vendor, Fruit Vendors and the A.B.T. Gum Machine.

A. B. T. MANUFACTURING CORP.

715-723 North Kedzie Avenue • Chicago, Ill.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

AN ORCHID FOR THE MANUFACTURERS

● Here's to the coin machine manufacturers, the fellows who give the coin-operated device industry their money-making machines. Without them our industry could not exist. They deserve our hearty cheers as we trek to another annual convention and exhibition. The works of their very souls will be on display and every machine should be given serious consideration. When viewing the machines remember that back of the devices are months of painstaking effort and huge investments. There is not a manufacturer in the coin machine field today but who is desirous of giving operators the best machine that it is possible to build. They are anxious that you make money during 1940.

So, again we say, THREE CHEERS for the manufacturers who labor and strive and work untiringly in their efforts to create better coin-operated equipment from year to year. They are the iron men of the business. They take huge losses without a whimper and keep on going. Maybe sometimes down but never out. They can smile when things go bad and they can smile when things go well. A few mistakes and misfortunes does not simmer their determination to give the industry better coin-operated machines.

Their wares will be undraped before your eyes at the Hotel Sherman January 15, 16, 17 and 18. Go look them over and buy the equipment you need.

THANKS FOR YOUR KIND GREETINGS

● We wish to thank everyone for their holiday greetings and good wishes. Hundreds of greeting pieces were received from all over the country and every one of them touched us deeply and caused us to pause a moment and offer up thanks for the friendship of those who thought of us at Christmas and New Year time.

Among the many greetings was one from the Vending Machine Operators' Association of Chicago, an organization that has been functioning for twenty years—a mark for other operator organizations to shoot at. Listed on its 20th Anniversary Committee was J. J. Orlowski, William Sheade, H. D. Hudson and W. P. Considine.

We also received many attractive and expensive calendars for which we say "Thank You!"

THE BIG SHOW DON'T MISS IT

● There is not an operator of coin machines in the United States and Canada that can really afford to miss the coming National Exhibition of Coin-Operated Machines and Products. This annual gathering means more toward the success of operating than anything else that happens during the entire year. It is at the big Sherman Hotel Home Coming of Coinmen that ops can feel the real pulse of the industry and gather true facts pertaining to its general trend. Enough knowledge can be gathered during the four days that will assure successful operating for the entire year. Every operator should plan to attend HIS own convention and exhibition.

The Coin Machine Industries, Inc., an organization composed of all branches of the industry, are sponsoring the big show but not for any selfish purpose. They are merely rendering a service to the craft and their untiring efforts should be appreciated and your appreciation can be shown by your presence at the big affair which is held for the benefit of our business.

Business, of course, will be foremost but there will also be plenty of good entertainment during the entire four days. Various operator and distributor meetings will be held and during these meetings operators will learn a lot about the business they are in. The newest models of machines will be on display for you to look at, play, inspect and buy if you wish. There is nothing like stepping right up to a brand new model and giving it the "once over." You will know whether or not it is a machine for your particular territory. Every type of coin-operated machine will be on exhibition for your close inspection.

The big show offers distributors and jobbers their greatest opportunity for making profitable connections. The "key" men of the industry will be on hand, ready and willing to talk things over with you. Every live-wire distributor and jobber should attend this greatest of all coin machine gatherings.

And then, after you have put in four busy days enjoying yourself and preparing for a big year's business, the big affair comes to a close with one of the most elaborate banquets and shows possible to present. The finest of food and drinks will be served by the Sherman staff and the show will consist of the most outstanding acts that money can obtain.

It will actually cost you more to stay away from this big coin machine exhibition than it will cost you to attend. Make your plans to be there when the doors swing open on Monday, January 15th.

ATLAS SETS SAILS FOR 1940 BUSINESS

Chicago.—Morrie and Eddie Ginsburg, head of the Atlas Novelty Co., recently welcomed their branch managers at the home office of the firm here. Reports emanating from the meeting of officials indicated that spirits are high at Atlas and that 1940 will see a bigger and better year for its operators and distributors alike.

The Ginsburg brothers report that plans have been formulated for 1940. At the same time they paid homage to the co-operation of the men in their organization for making the year of 1939 a banner year.

Attending were Phil Greenberg and Art O'Melia, of Pittsburgh; Mike Kratze and Gene Struthers, of Detroit, and Ben Kulick and Bob Van Weiss, of Buffalo.

WANTS INFORMATION ON COIN MACHINES

D. Weintraub, 40, Nahalat Benjamin St., Tel-Aviv, Palestine, wishes for coin machine manufacturers and distributors in the United States to send him circulars, prices, etc., on pin-tables and all other coin-operated machines. We trust that you will contact Mr. Weintraub immediately. It may mean some nice business for you.

You must have heard the one about the traveling salesman who said his wife was an angel—always up in the air, always harping on something, and never had anything to wear.

Direct Mail Advertising Boosts Show Attendance

● Although advance registrations already received indicate record-breaking attendance at the 1940 COIN MACHINE SHOW, Sherman Hotel, Chicago, January 15-18, 1940, exhibitors are mailing thousands of pieces of show advertising to operators, jobbers and distributors.

The folder telling the trade about the Show is illustrated with a beautiful drum-majorette, and in large type urges the reader to JOIN THE BIG PARADE TO THE ONE AND ONLY 1940 COIN MACHINE SHOW.

Text for the folder, which was written by Herb Jones, advertising manager of Bally Mfg. Company and chairman of the 1940 Show publicity committee, emphasizes the fact that there is "only one Show—but what a Show! More new machines and a greater variety of machines than ever exhibited at any previous Show! Every inch of display space in the Main Exhibition Hall, Grand Ball Room and Mezzanine will be packed with Phonographs . . . Service and Vending Machines of every type . . . Skill-Amusement Games . . . Novelty Games . . . Pay-Table . . . Bells . . . Consoles . . . Counter Games . . . Salesboards . . . allied equipment, supplies and merchandise . . . in fact, equipment for EVERY TERRITORY AND OPERATING CONDITION . . . plus the greatest entertainment program in coin-machine history! Don't miss the One and Only Big Show of 1940! Plan now to attend!"

Under the heading "HEAR DR. BRADLEY BROADCAST ON TOLERANCE," the folder states that "following the Annual 'Home-Coming' Luncheon on the opening day of the Show, Dr. Preston Bradley, guest of honor, will speak on the subject of 'Tolerance.' The address will be broadcast over WJJD. Dr. Preston Bradley, for 27 years pastor of the Peoples Church of Chicago, is one of the world's most forceful and entertaining speakers. A man of broad vision, winning personality and deep interest in humanitarian efforts, Dr. Bradley has an audience of more than 1,000 every Sunday morning in his Church, services of which are broadcast to a large radio following. Every operator, jobber and distributor knows that TOLERANCE IS VITALLY IMPORTANT TO CONTINUED PROSPERITY in the coin-machine industry. Plan to attend the Show and hear Dr. Bradley."

This is followed by a paragraph advising operators, jobbers and distributors to "sleep late on the second morning of the Show . . . then enjoy a hearty breakfast with stars of the Chicago stage and night-spots, who will entertain immediately following the Noon-Day Breakfast. In addition to dozens of skits by performers, many other outstanding personages will be presented—including a smashing surprise feature. The Annual Banquet and Dance on the final night of the Show will surpass all previous years. A multitude of Door Prizes and Souvenirs for all! The grand banquet will be followed by a superb night-club floor-show, then dancing. A big time positively guaranteed!"

IT'S NEWS BECAUSE IT NEVER HAPPENED BEFORE

● Never before in the history of the coin machine industry has the demand of operators made it necessary for two manufacturers to make a game with the same playing principles under the same patents.

Coin machine operators and the entire industry were astonished when it was announced that the Rock-Ola Corporation would manufacture a new bowling game named TEN PINS under the patents of H. C. Evans' Company.

But it had to be! Operators wanted this bowling game. Furthermore, the nationwide flood of requests was so great that the huge Rock-Ola factory and its entire organization were called into duty. Then something took place that had never before happened in the coin machine industry.

Operators offered distributors as much as $50 over the regular operator's price in order to get delivery of the game. Numerous requests came from locations who were fortunate enough to have TEN PINS for operators to collect their games every two or three days, instead of once a week.

Under this pressure it became necessary for Rock-Ola to put on hundreds of additional workers and buy tons of raw materials to speed up production of TEN PINS. Even so, the demand still exceeds present output, although Rock-Ola production engineers soon expect to be able to supply quick delivery on every order and reservation.

TEN PINS is conceded the answer to the operator's prayer as that exceptional game that comes once in a lifetime. Sensational and unheard of earnings have been established for the past three months. Play increases the longer this game is in a location, thus establishing its exceptional drawing power.

Young and old, men and women everywhere flock around TEN PINS to play and watch its marvelous mechanical operation. People are becoming bowling enthusiasts as the result of this fascinating miniature size regulation bowling game.

Outstanding features of TEN PINS are the manikin bowler, "Automatic Pin Boy," a regulation type bowling pin, and automatic score board that shows frames played, records spares and strikes and total frame-by-frame score.

A pretty young nurse was selling poppies. A salesman told her that he would give her a $5 bill for a poppy provided she would promise to nurse him if he ever went to her hospital. She agreed.

"By the way," the salesman asked, "where is your hospital?"

"I am at the Queen Charlotte's Maternity Hospital," meekly replied the pretty nurse, putting the five spot in the box.

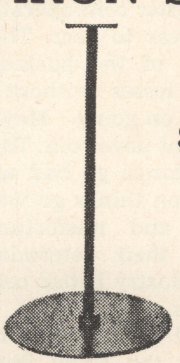
JOIN THE BIG PARADE TO THE

One and Only 1940

COIN MACHINE SHOW

SHERMAN HOTEL, CHICAGO, JANUARY 15-18, 1940

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

SENSATIONAL ?

You Be the Judge!

●

WHAT IS IT?

A Miniature Reproduction
of a Popular Proven Game!

●

SEE IT AT THE SHOW!

At the Same old Stand

BOOTHS 3-4-5

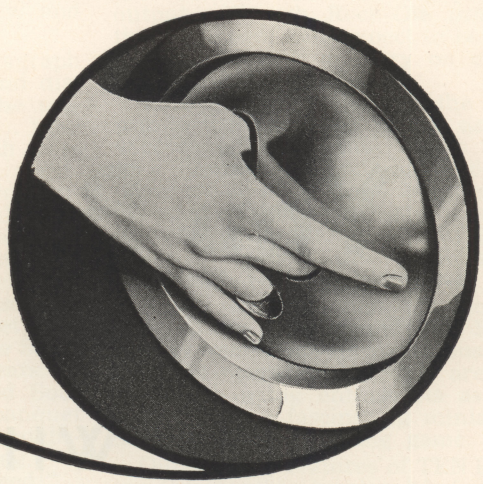
HOTEL SHERMAN, CHICAGO

JANUARY, 15-18

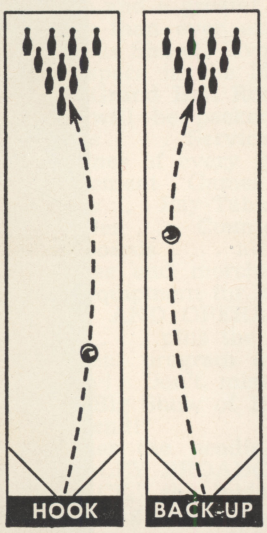
D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

BALLY ALLEY

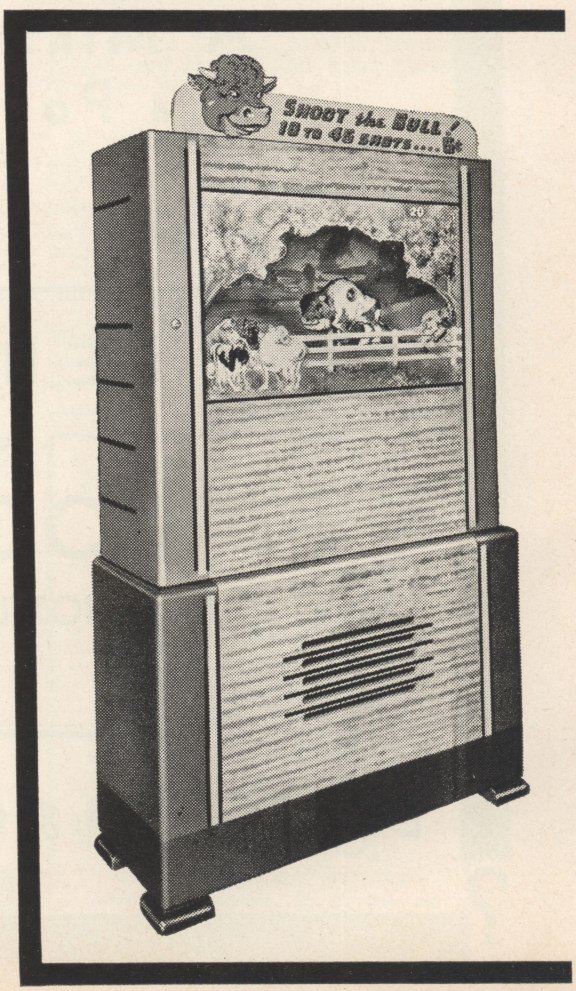
THUMB-TRIGGER in Grip-a-Ball Control, illustrated below, permits player to control speed of ball. 4-way swivel action enables player to aim, to put "English" on the ball, to deliver perfect bowling shots.

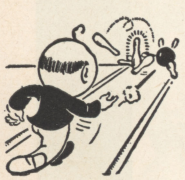


2 OF THE MANY BOWLING TRICKS PLAYER CAN PERFORM ON BALLY ALLEY



Scientific design of alley floor and 4-Way Swivel Ball Control permits player to duplicate every possible bowling shot . . . and, as in regulation bowling, skill is developed by practice.





BALLY ALLEY duplicates ALL the thrills of bowling! THE PLAYER DOES IT ALL! **No proxy-play, no make believe, no stooge!** When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip a full-size "ball" in your fist (see circle inset above) . . . you aim . . . you get the right "English" **and YOU CONTROL THE SPEED** of the ball—a slow curve or a smashing cannon-ball shot! The skill is in YOUR hand and YOUR eyes. YOU do the bowling . . . **and you simply can't quit!**

earns $37 in 12 hours!

IMAGINE a skill-amusement game earning $37 in 12 hours! Sounds like pay-table profits — but is an actual BALLY ALLEY report turned in by a Baltimore operator (name on request). **And remember, every cent of the $37 is profit!** The powerful fun appeal of BALLY ALLEY . . . and **competitive** appeal . . . insures continuous repeat play without awards.

Another report — from Indianapolis — shows a BALLY ALLEY earning $7.00 daily in a location which is open only a few hours in the evening. A New York operator reports a BALLY ALLEY earning $9.60 in the first six hours on location. **From a Milwaukee tavern comes the report of a BALLY ALLEY netting $29.60 in one day!**

Only BALLY ALLEY offers full player-control over aim, curve AND BALL-SPEED! BALLY ALLEY is based on official bowling rules . . . with **STRIKES, SPARES, HOOK-SHOTS** and all the tricks of real bowling. Although plenty of skill is required to build up a high score, BALLY ALLEY is actually so amazingly simple that anyone—man, woman or child—can step up and enjoy the game. Thus **bowlers and non-bowlers** flock to BALLY ALLEY . . . insuring biggest profits in the history of skill-games!

Get your share! Get BALLY ALLEY on your locations and start earning big money again—**without legal worry.** Order BALLY ALLEY from your nearest distributor today!

BULL'S EYE RAY GUN TARGET GAME

● Here's the Ray-Gun that puts the $ sign back in so-called clo$ed territory! New **SKILL-BONUS feature** insures REPEAT PLAY from ALL types of players—**amateurs and sharpshooters.** BULL'S EYE is designed to catch the play in a hurry—**and hold the play too!** Designed to produce quick profits now and be **your meal-ticket machine for many months to come.** For big, steady profits and **freedom from legal and mechanical worry,** hit the bull's eye with Bally's BULL'S EYE.

Write or wire for FRANCHISE details.

BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILLINOIS

SEE OUR DISPLAY
BOOTHS 19, 20, 21, 22, 47, 48
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
JANUARY 15, 16, 17, 18, 1940

SHE KNOWS THE BUSINESS

Richmond, Va.—That's the compliment operators give Miss Blanche Romm, private secretary to H. F. Moseley, President of the Moseley Vending Machine Company, Rock-Ola distributor.

Miss Romm not only knows the coin machine business, but she is an

Miss Blanche Romm

enthusiastic admirer of Rock-Ola Luxury Lightup Phonographs. "The Luxury Lightup is so attractive and gay that it brightens up the entire location."

The Moseley Vending Machine Company is among the oldest national distributors of coin operated machines in the United States.

And then the roadster skidded around the corner, hopped into the air, knocked down a lamp-post and a fire plug, crumpled three fenders, ran against a stone wall—and then stopped. A girl climbed out of the wreck. "Darling!" she exclaimed, "that's what I call a KISS!"

Phonograph Operators

The 1939 VELVETONE 2000-Play Needle

Is Now the Peer of Them All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

Only One COIN MACHINE SHOW

BIGGER AND BETTER THAN EVER!

MORE NEW MACHINES AND GREATER VARIETY

THAN ANY PREVIOUS SHOW

•

EQUIPMENT FOR EVERY TERRITORY AND OPERATING CONDITION

•

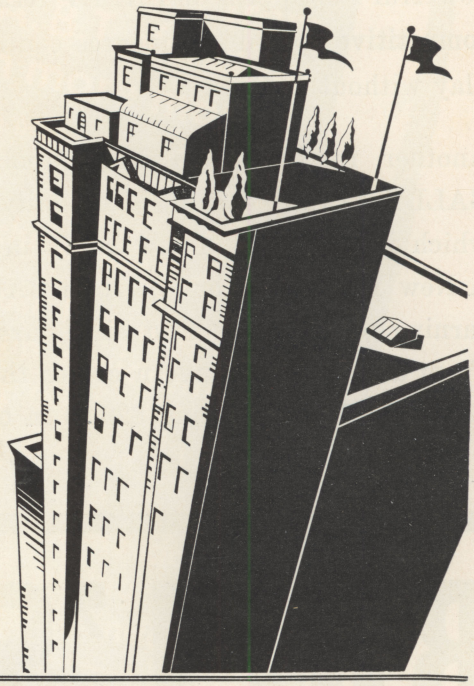
BIG PROGRAM OF ENTERTAINMENT

Don't Miss It!

REGISTER IN ADVANCE!

COIN MACHINE INDUSTRIES, INC.

SUITE 323-324 SHERMAN HOTEL · CHICAGO



SHERMAN HOTEL — CHICAGO

JANUARY 15, 16, 17, 18, 1940

"COME TO THE 1940 SHOW!" urges this attractive folder mailed by exhibitors to operators and jobbers in all sections of the country. The actual folder is printed in red and black on a golden yellow paper, suggestive of "bright lights" and the gaiety of Show-time.

W. H. NEWELL, Owner **JIMMIE TEMPLE, Mgr.**

FORTEX SALES COMPANY

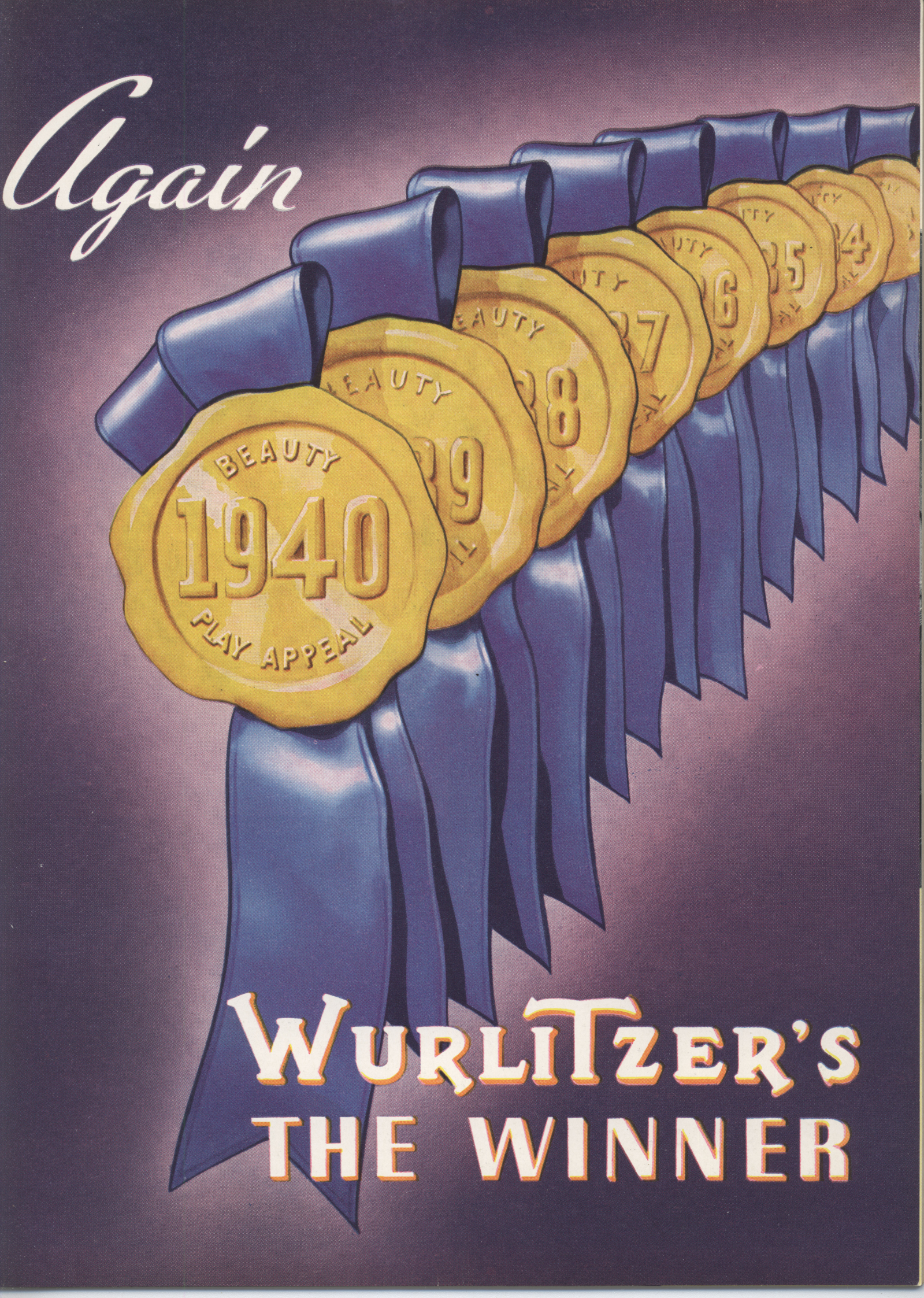
282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards

We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.

Always the best in Punch Boards.


Again
BEAUTY
1940
PLAY APPEAL
WURLITZER'S
THE WINNER

WURLITZE

THE WINNE

WITH THE

Most Beautiful

Featuring

GLAMOUR LIGHTING

The Ultimate In Eye Appeal

•

WIDE RANGE ADJUSTABLE TONE

A New Triumph In Ear Appeal

•

MOTO-DRIVE COIN SWITCH

Greatest Advance Ever Made In Coin Equipment

R'S
R FOR 1940

Phonographs Ever Built

HIGH - SPEED SERVICE SET - UP

Revolutionary Contribution to Economical Servicing

Plus

Visible Record Changers
24 Record Console Models
and Many Other Great
Features that make

WURLITZER *the* WINNER

In Play Appeal and Profits

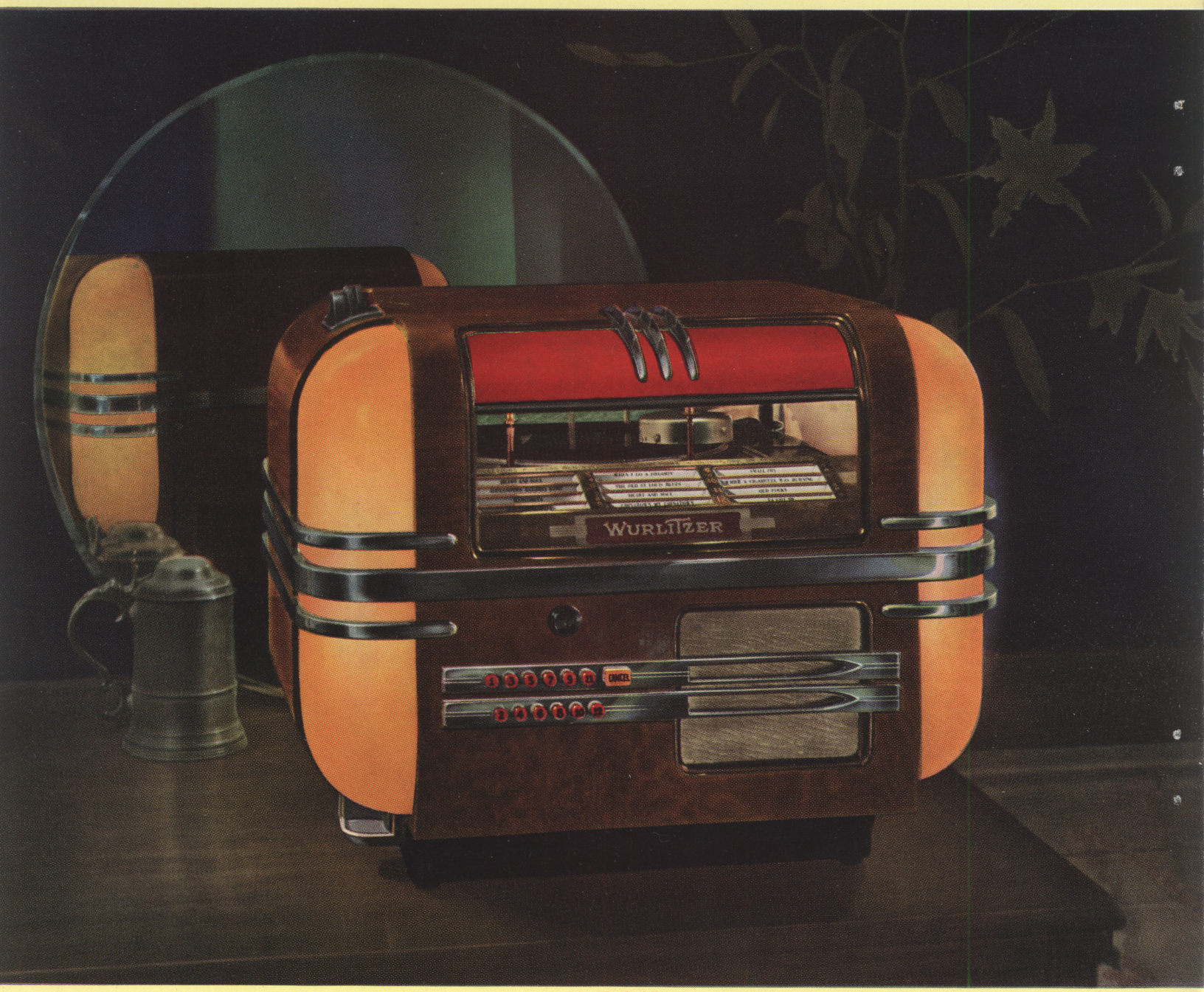
MODEL 700

WURLITZER'S THE WINNER *with*

MODEL 800

Two Brilliant New Console Models

WURLITZER'S THE WINNER *with*



Model 41

THE SMALLEST AUTOMATIC PHONOGRAPH EVER BUILT

EACH IS A

Complete Phonograph

WITH A

Built-In Speaker

● Another Wurlitzer triumph! Smallest automatic phonograph ever built yet it sparkles with big phonograph features! Glamour Lighting! Cabinet finished four sides! Visible Record Changer and Mechanical Record Selector! Wide Range Adjustable Tone! Hi-Speed Service Set-Up! ● This brilliant little beauty plays 12 records — is furnished with Magnetic Coin Equipment — can be easily carried into any location. An excellent testing model to prove, in advance, profits that might be expected from installation of a larger Wurlitzer. ● Think of the profit possibilities in soda parlors, lunch cars, counter-type restaurants, bars, cocktail lounges — on the bar of locations that also have a larger phonograph! The Wurlitzer Counter Model 41 costs so little to buy and to operate—it's a guaranteed big money maker.

Two Sensational New Counter Models

Model 71

A COUNTER MODEL PHONOGRAPH WITH CONSOLE MODEL FEATURES

● Here is a Counter Model Phonograph alive with Console Model features. Sensational play appeal. Cabinet finished on four sides. Piano-type keyboard. Wide Range Adjustable Tone that accurately reproduces every instrument in the orchestra. ● Longer record and needle life through important improvements in pick-up and tone arm design. Elimination of butterfly switches by Wurlitzer's revolutionary Moto-Drive Coin Switch. 5—10—25 cent Magnetic Coin Equipment. Mechanical Record Selector. Standard Play Meter. ● New Hi-Speed Service Set-Up offering amazing accessibility of all parts for quick, economical servicing. See the "Seventy One" in action. You'll marvel at its glorious Glamour Lighting. Hear it play and you'll say, "Wurlitzer's The Winner in the Counter Model field."

BOTH HAVE

Glamour Lighting

AND

Visible Record Changers

WURLITZER'S THE WINNER

WITH *Glamour Lighting* PLUS VISIBLE

See these new Wurlitzers in action! Compare their smart styling — costly veneers — beautiful polished metal grilles — magnificent illuminated plastic surfaces — with any phonographs you have ever seen and you'll say, "The 1940 Wurlitzers are the most beautiful phonographs ever built."

GLORIOUS GLAMOUR LIGHTING

Look at the *Model 800* as pictured here. It's ablaze with a gorgeous parade of colors that arrests everyone's attention. Continuous moving rainbow illumination in the pilasters! Multi-colored "liquid fire" in the grille!

Nothing like it ever seen for sheer eye appeal!

On the *Model 700* pilasters of rich Italian onyx may be illuminated either by using bulbs of varying colors to attain a rich blending of shades — or — by bulbs of a single color to match the predominating note in the location's decoration scheme. On either side of the cabinet — sweeping back from the top of the pilaster — plastic panels glow with an exquisite green — put the finishing touch to another Wurlitzer triumph in Glamour Lighting.

On both models coin escutcheon plates, selectors, keyboards and program holders are illuminated to add to the brilliance of these instruments.

Both Counter Models also feature distinctive interpretations of Wurlitzer's Glamour Lighting.

VISIBLE RECORD CHANGERS

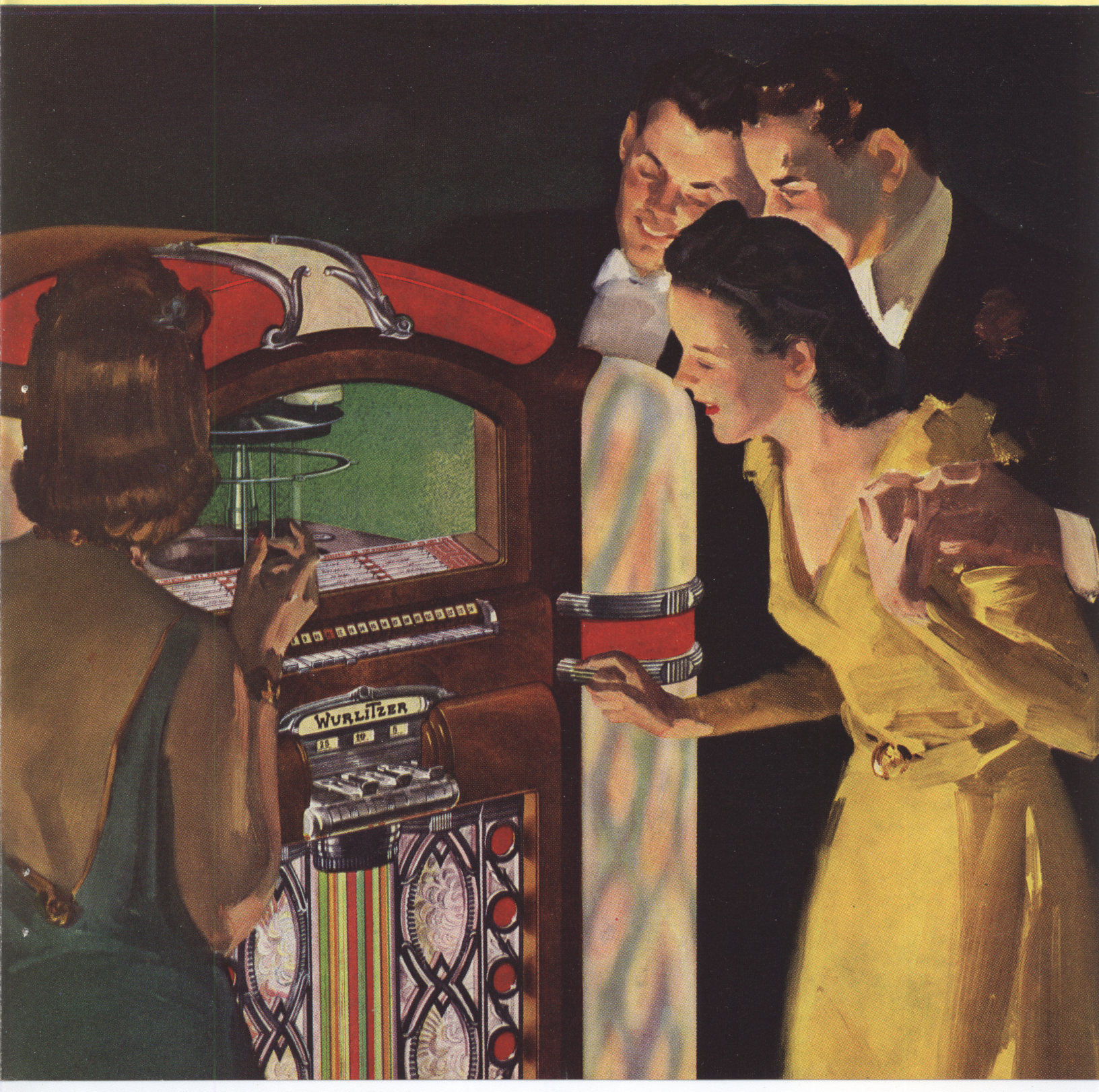
All models have smartly designed, brilliantly lighted Visible Record Changers. Here too, the flash of chrome moving and glowing with reflected light accelerates play and increases profits by satisfying the public's desire to see as well as hear these marvelous Wurlitzers in action.

24 RECORDS

Both Console Models feature 24 records with their proven ability to increase earnings. Experience in thousands of locations with Console Models proves that 24 is the ideal record complement. Anything less means reduced play and earnings. No wonder Wurlitzer's The Winner in play appeal and that means — PROFITS!

in Play Appeal

RECORD CHANGERS AND 24 RECORDS



WURLITZER'S THE WINNER

WITH

Specifications

THAT REPRESENT THE GREATEST VALUES EVER OFFERED IN AUTOMATIC PHONOGRAPHS

MODEL 800

DIMENSIONS — 61" high x 37" wide x 27¾" deep.

WEIGHT — 635 Lbs. — Crated 730 Lbs.

RECORD CHANGER — 24 Records Capacity — Keyboard Selector — Record Trays show number of Record Playing — Instant Set-back Play Meter — True Tracking Tone Arm — Non-adjustable Magnetic Pick-Up — Pick-Up Trip Groove Silencer — Built-in Automatic Motor Protector.

COIN EQUIPMENT — 5, 10, 25c Magnetic Slug Rejectors with Levelling Adjustment — Moto-Drive Coin Switch Play Registration— Illuminated Coin Entry Slides.

SOUND SYSTEM — Amplifier — Model 800. Tube Complement — 1—5Z3 : 2—6L6G : 1—6SC7 : 1—6J5. Speaker — Concert-Grand 15" Electro Dynamic. Volume Control — Key Type, Ear Compensated. Tone Controls — Two, independently and continuously variable for bass and treble, located inside cabinet.

CABINET — Myrtle Burl and Selected Figured Matched Walnut Veneers — Hardwood Scuff-proof Base — Steel Reinforced — Illuminated Plastics — Motor Driven Color Cylinders in Pilasters — Grille door swings open for front servicing.

WATTAGE — Lighting — 260. Complete Phonograph — 490.

AUXILIARY EQUIPMENT — Provision in Amplifier for One Permanent Magnet Speaker — Adapters available for Microphones and Remote Volume Control — Non-Selective and Selective Wall Boxes.

MODEL 700

DIMENSIONS — 56½" high x 32" wide x 25½" deep.

WEIGHT — 435 Lbs. — Crated 510 Lbs.

RECORD CHANGER — 24 Records Capacity — Keyboard Selector — Record Trays show number of Record Playing — Instant Set-back Play Meter — True Tracking Tone Arm — Non-adjustable Magnetic Pick-Up — Pick-Up Trip Groove Silencer — Built-in Automatic Motor Protector.

COIN EQUIPMENT — 5, 10, 25c Magnetic Slug Rejectors with Levelling Adjustment — Moto-Drive Coin Switch Play Registration — Illuminated Coin Entry Slides.

SOUND SYSTEM — Amplifier — Model 700. Tube Complement — 1—5Z3 : 2—6L6G : 1—6SC7 : 1—6J5. Speaker — 15" Electro Dynamic. Volume Control — Key Type, Ear Compensated. Tone Controls — Two, independently and continuously variable for bass and treble, located inside Cabinet.

CABINET — Figured Matched Walnut Veneers — Hardwood Scuff-proof Base — Steel Reinforced — Illuminated Plastics — Grille door swings open for front servicing.

WATTAGE — Lighting — 155. Complete Phonograph — 380.

AUXILIARY EQUIPMENT — Provision in Amplifier for One Permanent Magnet Speaker — Adapters available for Microphones and Remote Volume Control — Non-Selective and Selective Wall Boxes.

MODEL 71

DIMENSIONS — 23⅛" high x 22¼" wide x 19⅝" deep.

WEIGHT — 147 Lbs. — Crated 195 Lbs.

RECORD CHANGER — 12 Records Capacity — Mechanical Keyboard Selector — True Tracking Tone Arm — Non-adjustable Magnetic Pick-Up — Standard Play Meter — Built-in Automatic Motor Protector.

COIN EQUIPMENT — 5, 10, 25c Magnetic Slug Rejectors with Levelling Adjustment — Moto-Drive Coin Switch Play Registration — Illuminated 5, 10, 25c Coin Entry Slots.

SOUND SYSTEM — Amplifier — Model 071. Tube Complement — 1—80 : 2—6F6G : 1—6SC7 : 1—6J5. Speaker — 8" Electro Dynamic. Volume Control — Key Type, Ear Compensated. Tone Controls — Two, independently variable for bass and treble, located inside cabinet.

CABINET — Finished front, sides, top and back — Myrtle Burl and Selected Straight Grained Walnut Veneers — Ebony Base — Steel Reinforced — Illuminated Plastics at two front corners — Serviced from front.

WATTAGE — Lighting — 45. Complete Phonograph — 190.

AUXILIARY EQUIPMENT — Provision in Amplifier for One Remote Permanent Magnet Speaker and Remote Volume Control — Non-Selective Wall Boxes.

MODEL 41

DIMENSIONS — Overall 17" high x 21¼" wide x 18⅞" deep. Base — 15" wide x 14¾" deep.

WEIGHT — 101 Lbs. — Crated 135 Lbs.

RECORD CHANGER — 12 Records Capacity — Mechanical Selector — True Tracking Tone Arm — Non-adjustable Magnetic Pick-Up — Built-in Automaic Motor Protector.

COIN EQUIPMENT — One 5 or 10 or 25c Magnetic Slug Rejector with Single Coin Switch giving one play per coin regardless of denomination — Illuminated Coin Entry Slot.

SOUND SYSTEM — Amplifier — Model 041. Tube Complement — 1—6X5G : 2—41 : 1—6SC7. Speaker — 6" Electro Dynamic. Volume Control — Key Type, Ear Compensated. Tone Control — 2 Position, located inside Cabinet.

CABINET — Finished front, sides, top and back — Myrtle Burl Veneer — Ebony Base — Steel Reinforced — Illuminated Plastics at four corners — Auto type, counter-balanced Lid — Serviced from front.

WATTAGE — Lighting — 45. Complete Phonograph 160.

AUXILIARY EQUIPMENT — None.

WURLITZER'S **THE WINNER**
WITH

Wide Range Adjustable Tone

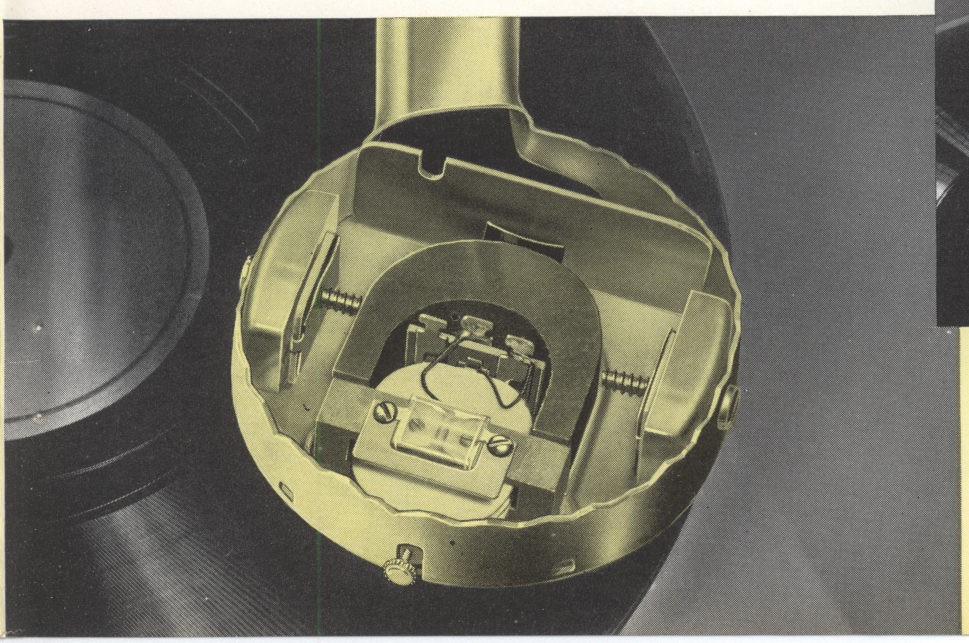
All four 1940 Wurlitzer models feature an improved and simplified Pick-Up that results in longer record and needle life plus a notable improvement in tone.

Oil Damping Eliminated – Oil damping blocks have been replaced by a specially compounded permanent material.

Pick-Up Sealed at the Factory – The simplified Pick-Up is sealed at the factory and requires no adjustments on the part of the Music Merchant.

Ear Compensated Volume Control – Wurlitzer's conveniently located, key-type compensated volume control produces the same tone balance regardless of volume setting. Controls may be locked at any desired setting.

Improved Tone Controls – Wurlitzer now provides selective tone control of both the base and treble ranges. A flexibility of tone easily adjustable to suit any location — music that will draw people like a magnet to play these gorgeous 1940 Wurlitzer Automatic Phonographs.



Above: Newly designed tone arm incorporates more accurate tracking, less needle pressure — results in better tone, longer record and needle life.

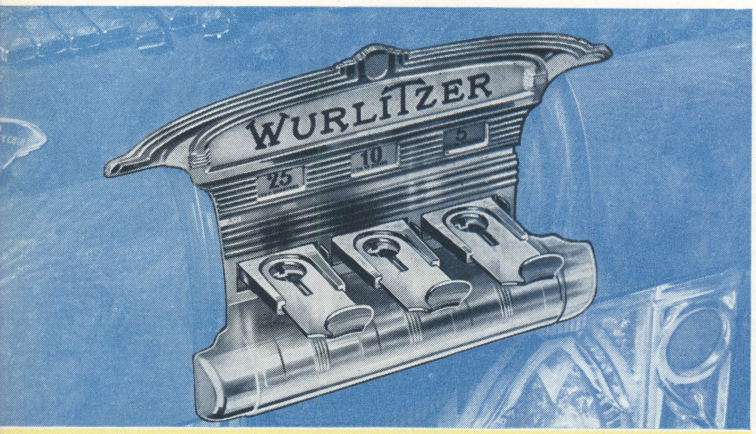
Left: Cut-away view of tone arm showing simplified, improved magnetic Pick-Up on all four Wurlitzer models.

WURLITZER'S **THE WINNER** WITH

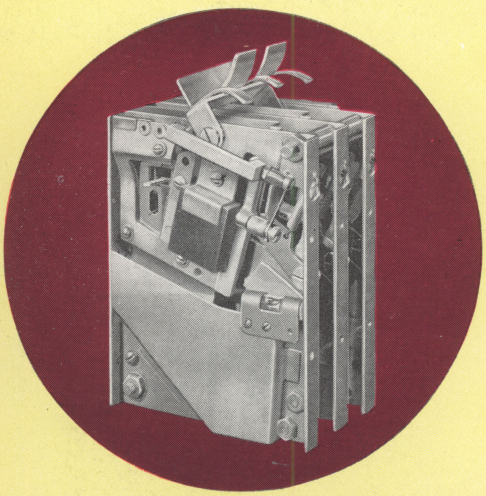
Improved Coin Mechanism

Including Wurlitzer's

MOTO-DRIVE COIN SWITCH



Illuminated Coin Entry Slides — Rigid and rugged these slides guard against trash, are brilliantly lighted for maximum attention value on both Console Models.



Left: **Improved Magnetic Coin Selector** — Offers stronger magnetic field, more accurate sizing of coins.

Is positively the most efficient slug-proof mechanism made.

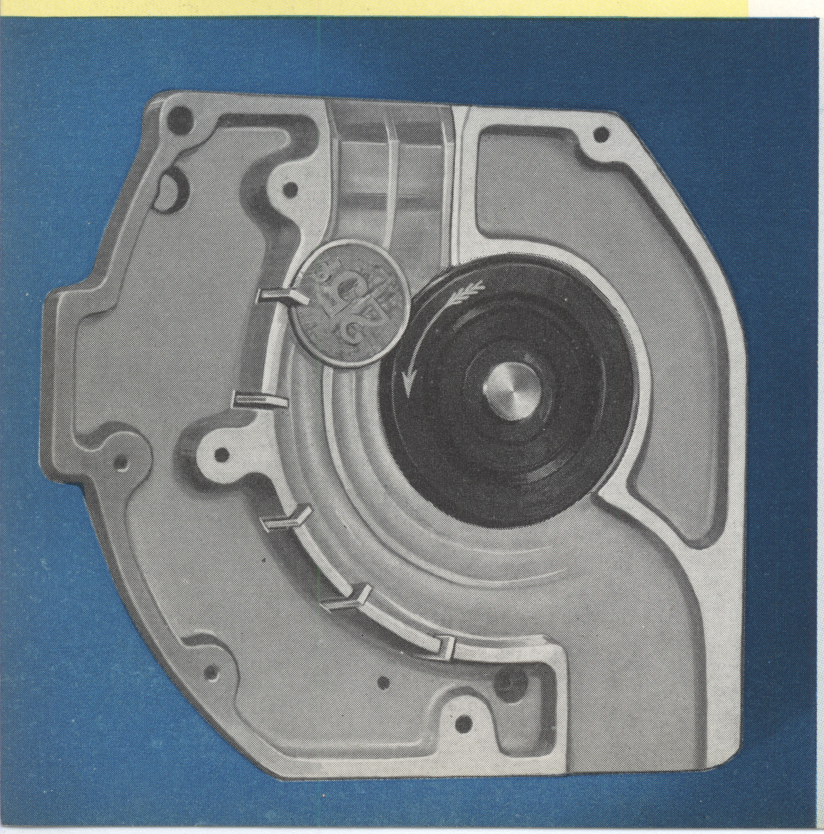
Incorporates built-in spirit level — enables operator to set selector on an even keel.

Butterfly Switches Are Gone!

Wurlitzer introduces the Moto-Drive Coin Switch. Positive power driven, absolutely foolproof, here's the greatest contribution ever made to efficient play registration — and it's Wurlitzer's and Wurlitzer's alone!

Let the line cord be pulled from the socket — even though a coin has been deposited, the play is not lost. Plug the cord in — the coin is registered and the phonograph starts to play. No player can claim he deposited a quarter when he actually inserted a smaller coin. Profit-reducing location refunds are a thing of the past!

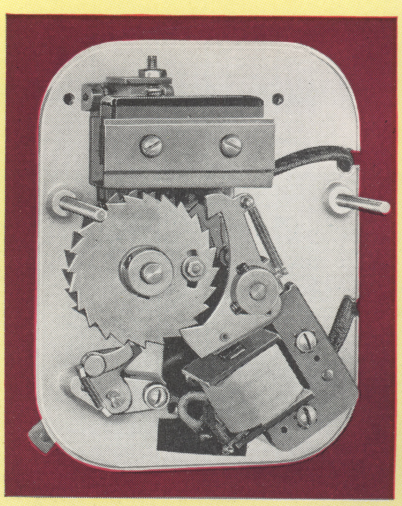
Study all the coin equipment improvements on this page. You'll come to but one conclusion — from the slides to the chutes to the selector to the switch — Wurlitzer's The Winner in offering efficient coin equipment.



Left: **The Miracle of Moto - Drive** — The heart of Wurlitzer's Moto-Drive Coin Switch consists of 3 Coin Contact Plates — one for each denomination (25c plate shown).

Coin drops on motor driven wheel which forcibly rolls it against and over the contact fingers. Quarter plate has five contact fingers. Dime plate has two. Nickel plate has one.

Each contact made registers on magazine switch. Weight or thickness of coin plays no part. Action is positive and power driven. No butterfly switches. Absolutely foolproof. Developed and patented by Wurlitzer.



Perfected Magazine Switch — Operates on line voltage. No transformer or lamps required. Will operate with any voltage variation encountered in the United States. Requires but a minimum of power for positive operation.

WURLITZER'S THE WINNER

For
STRENGTH
And
DURABILITY

Wurlitzer builds, in its own factory, cabinets of finest workmanship using hard wood lumber and matched veneers — reinforced with steel — coated inside and out with durable, protective finish. All exterior finish is hand rubbed to a rich, piano luster. Colorful plastics, developed especially for Wurlitzer, are correctly balanced for beauty and brilliance on the 1940 Wurlitzers.

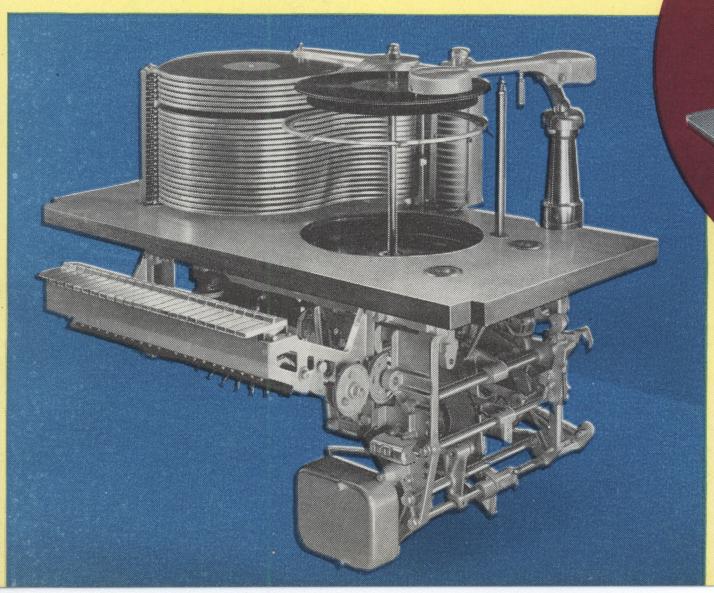
From start to finish Wurlitzer spares no expense to build phonographs that will retain their beauty and play appeal. Again, Wurlitzer's The Winner in offering the Music Merchant greater value for his money through quality construction on all four models that puts equal emphasis on beauty, strength and durability.

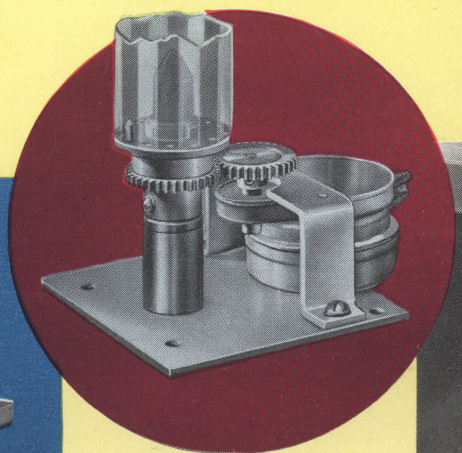
Wurlitzer Phonographs are built of quality materials by master craftsmen in the tradition of all fine musical instruments.

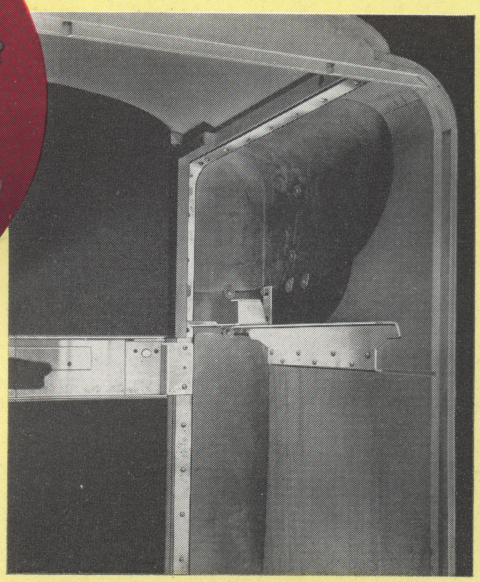
Right: **Kick-Proof Grilles** — Wurlitzer grilles are pressure cast for greater strength — designed not only to beautify but to protect the phonographs.

Below: **Positive Motor Drive Color Cylinder** — Moving rainbow illumination in pilasters on Model 800 is controlled by a motor driven color cylinder. No waiting for illumination movement to start. Action is positive and sure. Nothing left to chance.

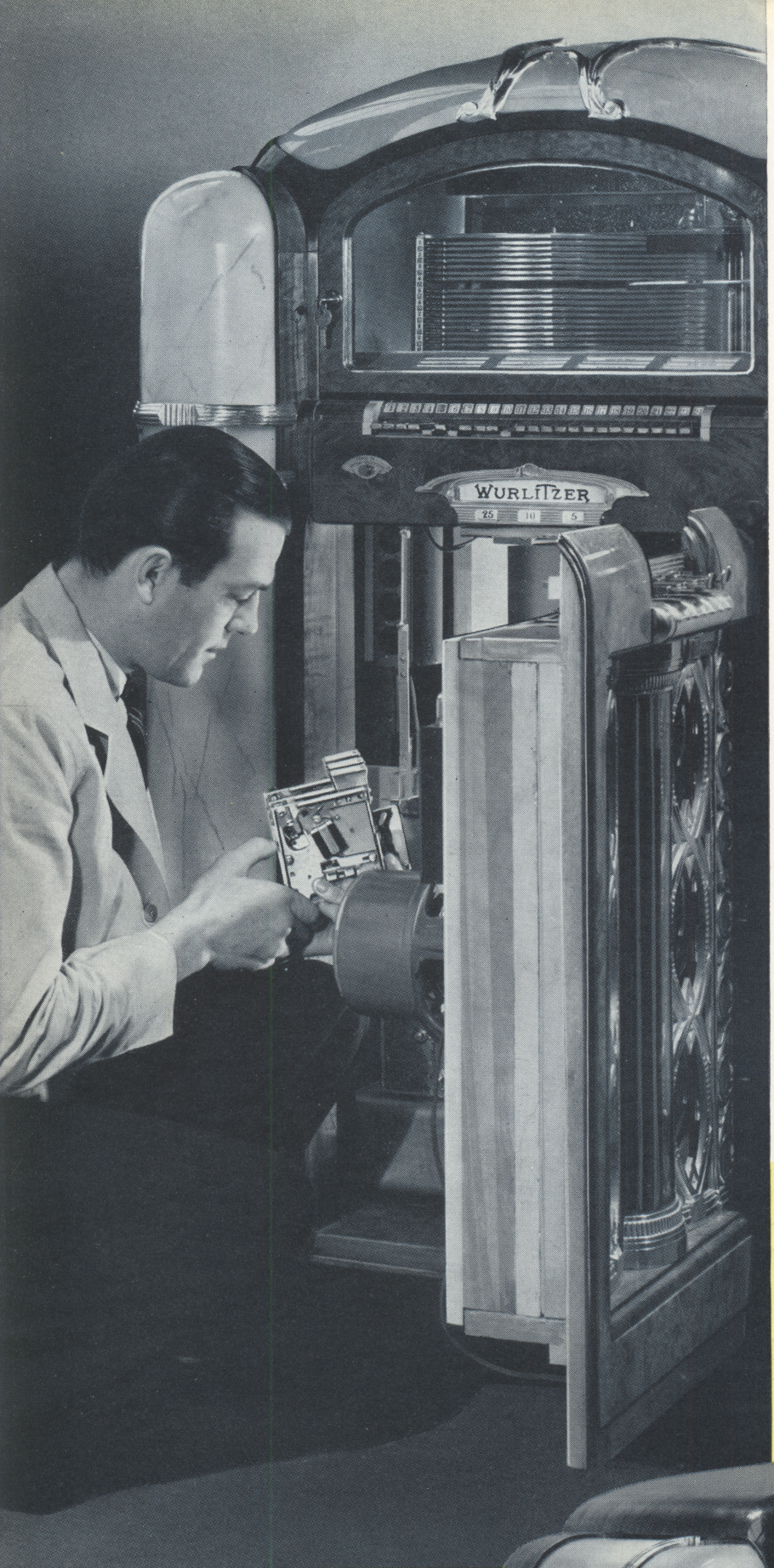
Below: **The Finest Record Changer Made** —Time-tested and recognized by the entire industry as the finest, most reliable mechanism of its kind. Wurlitzer's Record Changer enjoys an enviable reputation for dependable operation and freedom from servicing. Here, as everywhere Wurlitzer cuts no corners, spares no expense to build quality instruments.







Right: **Cabinets Reinforced with Steel** — Wurlitzer's are the strongest automatic phonographs built. Steel reinforced cabinets cannot weave or warp. No wonder Wurlitzers retain their beauty over years of profitable operation.



WURLITZER'S THE WINNER WITH *New Hi-*

Never before have automatic phonographs been designed for such quick, easy, economical service. Look at the new Wurlitzers from a standpoint of convenience and accessibility! You service them from the front! You change records from the front. You make collections from the front. You read the new Instant Set Back Play Meter from the front. And you reset the entire Play Meter with a single twist of the wrist.

No need to move the Console Models from the wall. Grille doors swing wide. Parts are instantly accessible, readily removable. Unit assembly construction reduces service on location to a minimum.

Every major mechanical unit may be removed and replaced in a few moments time

RECORD CHANGING MADE EASIER THAN EVER

On Wurlitzer Console Models records are right out in the clear. Doors swing wide. Trays pull out instantly — load easily — snap back in position by themselves. Program slips are easy to replace, too. Here as everywhere Wurlitzer's HI-SPEED SERVICE SET-UP saves you money.

Speed Service Set Up

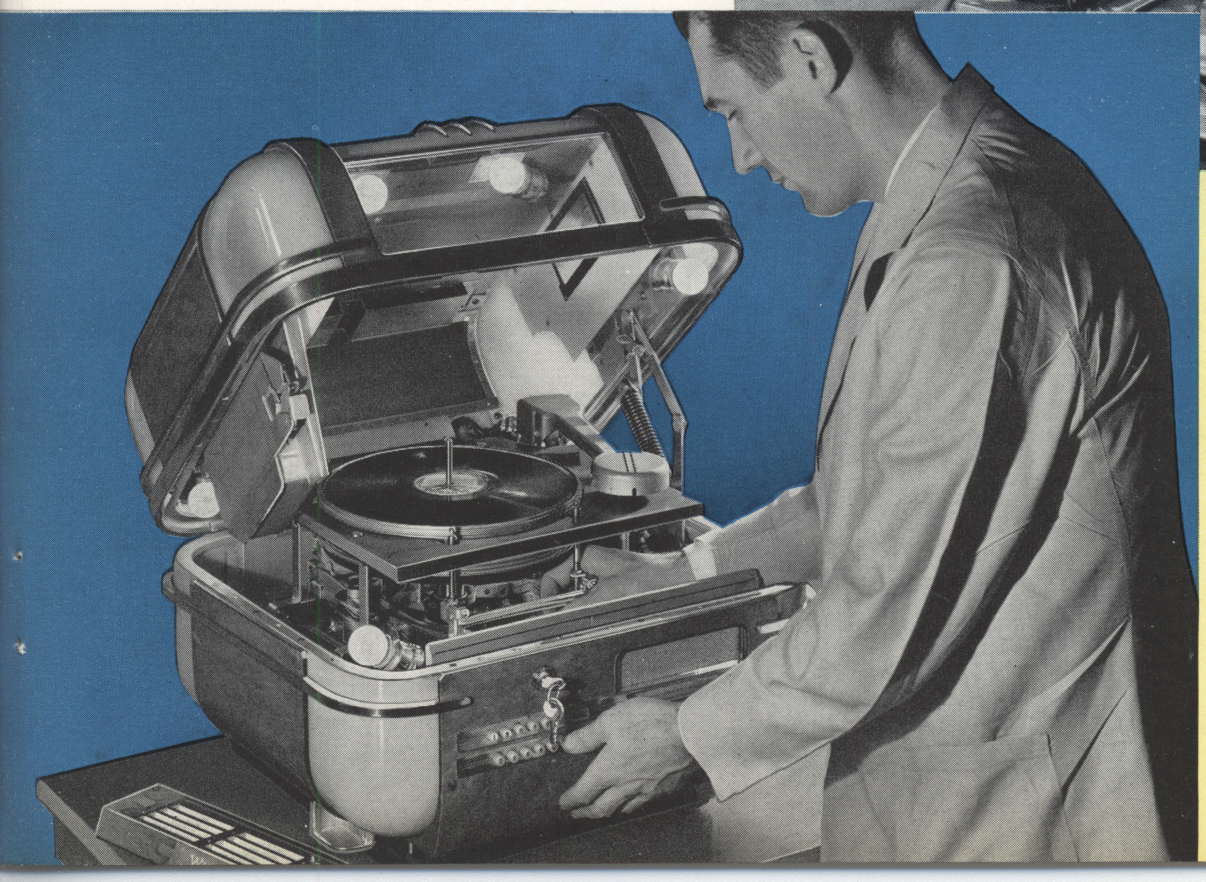
without spreading tools and parts all over the floor or in any way disturbing patrons.

Wurlitzer's Hi-Speed Service Set-Up applies to the Counter Models just as completely as it does to the Consoles.

On Model 71 the record changer compartment door lifts up for easy accessibility to tray stack and program holder. The grille panel swings down for instant access to the coin box and interior.

On Model 41 servicing is accomplished merely by lifting the auto-type hood. Despite its extreme compactness, all parts are easily accessible.

What a saving in service time and costs! Again Wurlitzer's The Winner with Hi-Speed Service Set-Up that literally revolutionizes the whole Music Merchant service problem.



AMAZING COUNTER MODEL ACCESSIBILITY

On both Wurlitzer Counter Models, record and program slip changing has been reduced to an absolute minimum of time and labor. Look at that convenient counter-balanced lift-hood on the Model 41. Picture the savings in time and money Wurlitzer's HI-SPEED Service Set-Up brings to you. No question about it, from every standpoint Wurlitzer's The Winner!

WURLITZER'S THE WINNER WITH

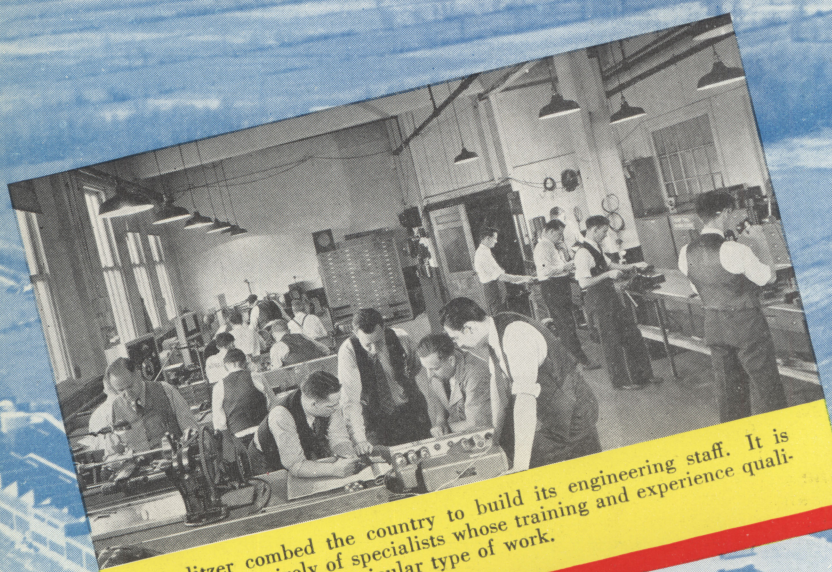
A Name Famous in Music for over Two Hundred Years

There is every reason why Wurlitzer's The Winner in beauty, tone and mechanical perfection.

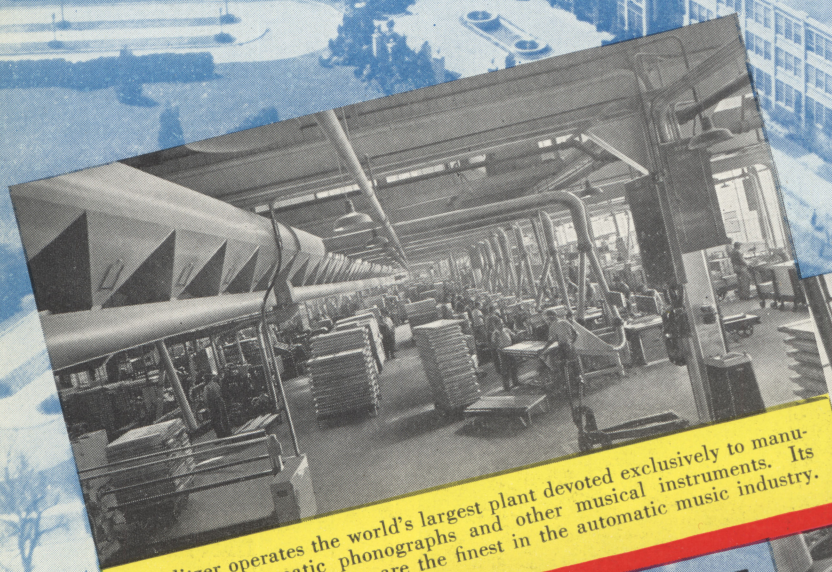
The name "Wurlitzer" has been associated with fine musical instruments for over 200 years. Wurlitzer's experience is equalled by no other company in the coin machine industry.

It is not by chance that 70% of all Music Merchants choose Wurlitzer Automatic Phonographs or that there are more Wurlitzers on location today than all other makes combined. It's a direct result of an established fact — Wurlitzers get and hold the best locations — make the most money!

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



Wurlitzer combed the country to build its engineering staff. It is composed entirely of specialists whose training and experience qualifies them for their particular type of work.



Wurlitzer operates the world's largest plant devoted exclusively to manufacturing automatic phonographs and other musical instruments. Its equipment and facilities are the finest in the automatic music industry.

Wurlitzer's thorough testing and inspection methods are directly responsible for the accurate assembly and rugged quality that marks all Wurlitzer models — makes them first choice of Music Merchants.

Wurlitzer Automatic Phonographs Are SOLD ONLY TO MUSIC MERCHANTS

WURLITZER ANNOUNCES 1940 MODELS

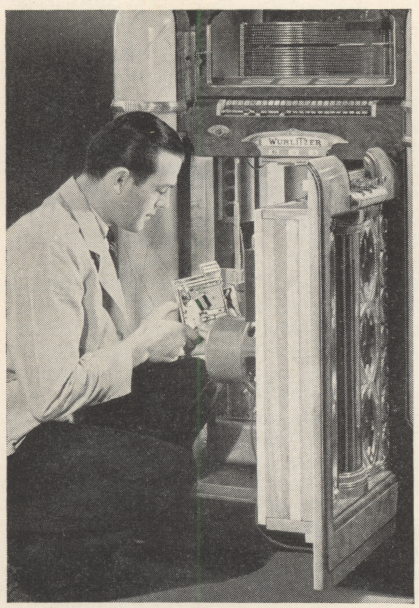
Two Sensational Console Models and Two Brilliant Counter Models Combine Rare Cabinet Beauty With Many Mechanical Innovations

● News of interest to Music Merchants everywhere was the announcement of Wurlitzer Automatic Phonographs for 1940.

Composed of two console models and two counter models, the 1940 Wurlitzer line is distinguished for cabinet beauty, outstanding tone and many mechanical innovations.

All models feature Glamour Lighting, Wide Range Adjustable Tone, Hi-Speed Service Set-Up as well as Visible Record Changers, long a distinguishing Wurlitzer contribution to increased play appeal.

In presenting the new models, M. G. Hammergren, General Sales Manager of the Rudolph Wurlitzer Co.,



Wurlitzer's HI-SPEED SERVICE SET-UP enables important savings in servicing time and labor.

made this statement: "The name 'Wurlitzer' has been associated with fine musical instruments for over 200 years. Wurlitzer's experience is equalled by no other company in the coin machine industry. It is not surprising that 70 percent of all Music Merchants operate Wurlitzer Automatic Phonographs or that there are more Wurlitzers on location today than all other makes combined. I feel that these facts are a direct result of widespread appreciation by Music Merchants that Wurlitzers get the best locations and make the most money.

"I am just as confident that the 1940 Wurlitzers will prove more profitable than any automatic phonographs ever built. Wurlitzer has spared no expense to give them peak play appeal.

"We're heading into 1940 highly optimistic that it will prove the best year for Wurlitzer Music Merchants in the history of automatic music."

Butterfly Switches Are Gone

In addition, both Console Models, the 700 and 800 and the larger counter model, known as the 71 offer what is said to be the greatest advancement in coin registration ever made—the Moto-Drive Coin Switch. Positive, power driven and absolutely foolproof, this device entirely eliminates butterfly switches. Plays cannot be lost due to the line cord being pulled from the socket. The location owner simply plugs the line in again. The play is registered and the machine starts to play.

The heart of this switch which has been developed and patented by Wurlitzer consists of three Coin Contact Plates—one for each denomination. The coin drops on a motor driven wheel which forcibly rolls it against and over contact fingers which register the number of plays. The quarter plate has five contact fingers. The dime plate has two and the nickel plate, one. Weight or thickness of coin plays no part.

Other features introduced in connection with generally improved coin mechanism are rugged, illuminated coin entry slides in both console models and improved magnetic coin selectors offering stronger magnetic field and more accurate sizing of coins. This equipment also incorporates a built-in spirit level that enables the Music Merchant to set the selector on an even keel.

Another point of importance is an improved magazine switch that operates on any line voltage variation encountered in the United States without the need of a transformer or lights. This magazine switch requires but a minimum of power for positive operation.

Improved Simplified Pick-Up Brings Better Tone—Longer Record and Needle Life

All four models feature Wide Range Adjustable Tone made possible by far reaching advancement in the Wurlitzer Sound System.

An improved and simplified pick-up assures longer record and needle life plus a notable improvement in tone.

Oil damping blocks have been eliminated and replaced by a specially compounded permanent material. The simplified Pick-Up is sealed at the factory and requires no adjustment on the part of the Music Merchant. Wurlitzer's conveniently located, key-type compensated volume control produces the correct tone balance regardless of

Record changing is made easier than ever on the 1940 Wurlitzers through greater record changer accessibility

volume setting. Improved dual tone controls provide a flexibility in both the base and treble ranges easily adjustable to suit any location.

Hi-Speed Service Set-Up a Revolutionary Contribution to Economical Servicing

No feature on the 1940 Wurlitzers will appeal to Music Merchants more than Wurlitzer's new HI-SPEED Service Set-Up. All models are serviced from the front. Records are changed from the front. Collections are made from the front. And on the Console Models, a new Instant Set-Back Play Meter may be read from the front. Play Meter readings which are entirely reset by a single twist of the wrist, are concealed from general view by a small door.

Console Models need not be moved from the wall for servicing. Grille doors swing wide. All parts are instantly accessible, and readily removable.

Unit assembly construction reduces service on location to a minimum. Along with greater servicing convenience, record changing has been made easier, too. Doors swing wide. Trays pull out instantly, load easily and snap back into position by themselves.

Wurlitzer's HI-SPEED Service Set-Up applies to the Counter Models as completely as it does to the Consoles. On the Model 71, the record changer compartment door lifts up for easy accessibility to the tray stack and program holder. The grille panel swings down for instant acess to the coin box and interior. On the Model 41, the smallest automatic phonograph ever built, service is accomplished merely by lifting the auto-type hood. Although extremely compact, all parts are surprisingly acessible.

New Strength and Durability Feature Cabinet Construction

Built of hard wood lumber and matched veneers, reinforced with steel and coated inside and out with durable, protective finish, Wurlitzer has spared no effort to build cabinets of lasting strength and beauty. All exterior finish is hand rubbed to a rich piano luster. Colorful plastics, developed especially for Wurlitzer, are balanced for beauty and brilliance.

Wurlitzer grilles are pressure cast for greater strength by the same methods that automobile radiator grilles are made. Kick-proof, they are designed to protect as well as beautify the phonographs.

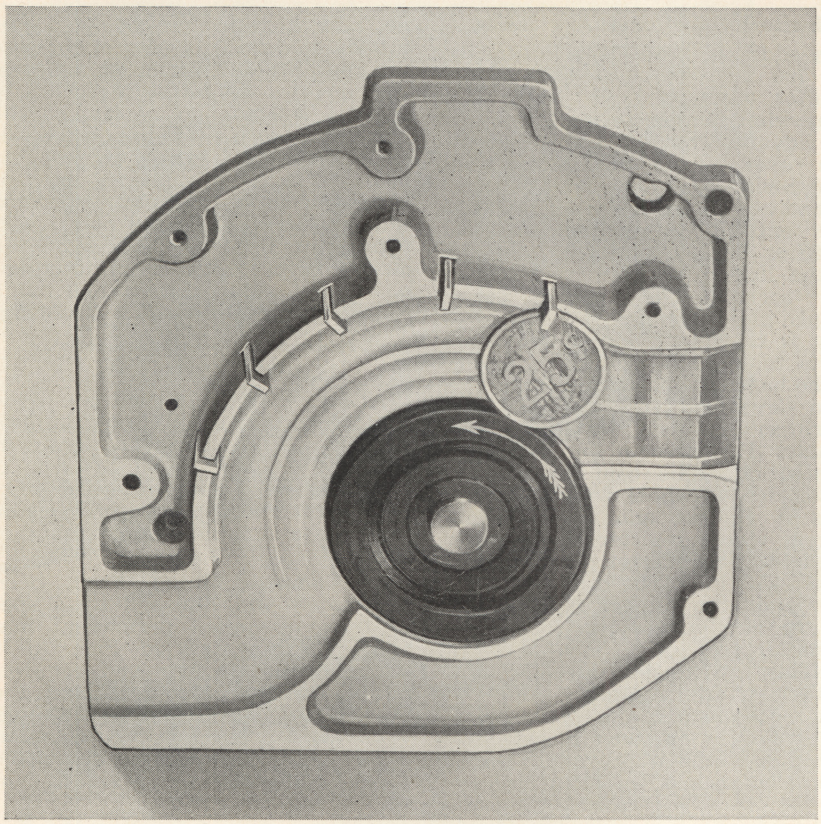
All Models Distinguished for Cabinet Beauty and Illumination

To substantiate their claim, "The Most Beautiful Phonographs Ever Built," all 1940 Wurlitzers carry varied interpretations of Glamour Lighting. The Model 800 combines moving illumination in the pilasters with what is termed multi-colored liquid fire in the grilles—another exclusive Wurlitzer feature.

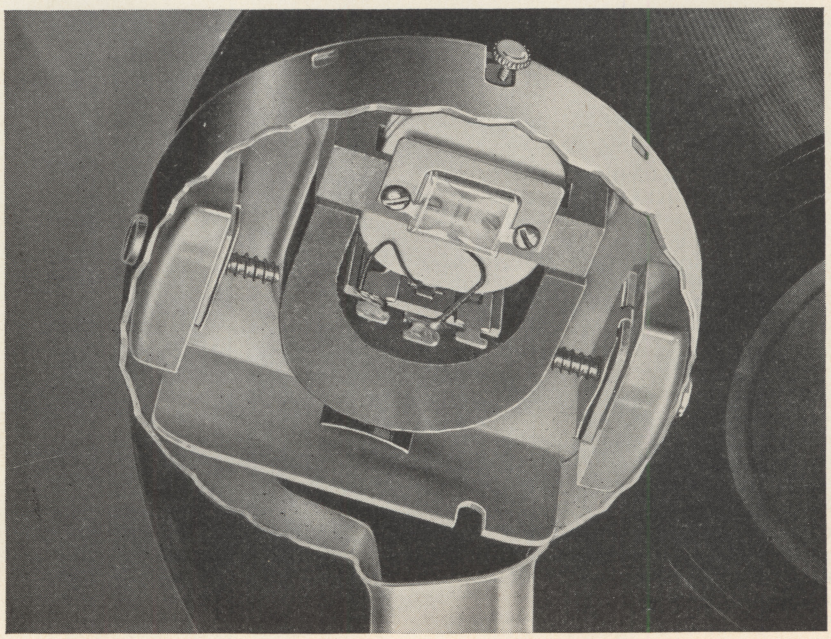
The moving, changing illumination on the Model 800 is controlled by a motor driven color cylinder that assures positive action. There is no waiting for illumination movement to start.

Model 700 pilasters are of rich Italian onyx and may be illuminated by bulbs of varying colors to attain a rich blending of shades—or, if preferred, by bulbs of a single color enabling the Music Merchant to match the predominating color in a location's decorative scheme. On either side of the cabinet green plastic panels sweep back from the pilasters to give these instruments exceptional visibility from all parts of the location.

On both models coin escutcheon plates, selectors, keyboards and program holders are illuminated to add to the brilliance of these in-



Sensational new MOTO-DRIVE COIN SWITCH eliminates butterfly switches



Simplified, improved, sealed PICK-UP means longer record and needle life—far better tone

struments. Visible Record Changers are also smartly designed and illuminated.

The two Console Models carry 24 records. Both Counter Models offer 12 records. A further innovation is apparent in the fact that the Counter Models cabinets are finished on four sides. Both Counter Models are complete phonographs with built-in speaker.

Counter Model 41 Smallest Automatic Phonograph Ever Built

The smallest automatic phonograph ever built, the Counter Model 41 is expected to open up thousands of new locations for Wurlitzer Music Merchants. Comparatively inexpensive to buy and to operate, it is compact that it may be carried into a location by the Music Merchant and used as a test model to gauge the desirability for later installation of a larger Wurlitzer.

BOY TOWN FOUNDER TO SPEAK AT SHOW

Father Flanagan, founder of Boy Town, Neb., one of the most famous and successful humanitarian projects in history, will be a guest of the coin-machine industry during the 1940 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 15, 16, 17, 18, according to announcement by Dave Gottlieb, president of D. Gottlieb & Company and president of Coin Machine Industries, Inc., manufacturers' organization which is sponsoring the Show.

"Boy Town," Mr. Gottlieb explained, "is actually a city of boys, recognized by the government as a post office city. The citizens are boys who, either because of the death of one or both parents or for other reasons, would be denied the priceless privileges of boyhood if Boy Town did not exist. As working citizens of Boy Town, these lads not only prepare themselves to become useful self-supporting adults, but also learn self-reliance and self-discipline. Social workers everywhere look upon Boy Town as a model of humanitarian achievement—particularly in view of the fact that needy boys are aided, regardless of race, color or creed.

"Boy Town gained international fame recently, when Father Flanagan's work was dramatized in the hit motion picture 'Boy Town,' starring Spencer Tracy in an Academy Award-winning role.

"Coin machine men have always been closely associated with charitable and humanitarian efforts in their communities, and I am sure every operator, jobber and distributor will be glad to meet Father Flanagan. Incidentally, a number of coin machine men are honorary citizens of Boy Town, a distinction which is obtained by contributing to Father Flanagan's fund for operation of the Boy Town plant.

"Father Flanagan will be presented at the Celebrities Breakfast on the second day of the Show, and will say a few words to the Celebreakfasters. In addition to Father Flanagan and other prominent persons, many stars of stage, screen and radio will entertain at the Breakfast. Jack Kelner of Rowe Mfg. Company, Inc., is in charge and he is to be congratulated for the sparkling array of talent he has already lined up. The Celebrities Breakfast, at 12 noon, Tuesday, January 16, will give the boys a show worth at least $10.00—and the price is exactly what you'd spend anyway for a late breakfast. My tip to all operators, jobbers and distributors attending the Show is this: **Don't miss the Celebrities Breakfast!"**

U. S. SENATOR TO VISIT COIN MACHINE SHOW

To discuss urgent problems of coin machine industry

A prominent member of the United States Senate will address coin-machine operators, jobbers and distributors, during the 1940 COIN MACHINE SHOW, Sherman Hotel, Chicago, January 15, 16, 17 and 18, 1940, according to an official statement by Jack Kelner, district manager of Rowe Mfg. Company, Inc., who is in charge of arrangements for a Celebrities Breakfast to be held on the second day of the Show.

"First of all," Mr. Kelner stated, "I want to emphasize that this is not a gag—not a take-off on the Russian spell-binder who appeared at the Celebrity affair last year. The gentleman who will appear, if national affairs do not prevent, is a well-known Senator. For political reasons I cannot divulge his name at this time. Even to mention his initials would be sufficient to reveal the identity of this man.

"When he talks, there are fireworks. And he proposes to discuss a number of problems of the coin machine industry. For example, 'Coin-slots'—a Federal problem or a local political football? Automatic Amusement Devices—can they be controlled and taxed like horse-racing? What does Congress think about Federal jurisdiction of labor? Will there be a change in cigarette taxes, the steadily mounting sales of which and daily receipts of nearly a million and a quarter dollars is carrying the largest single tax burden today?"

"The Senator does not mince words. He is an unerring analyst and a harsh realist. He is chairman of several important committees. He is not behind the 'Washington Scene' but **in** it. What he has to say will be worth $10.00 to every operator, jobber and distributor to hear. Don't fail to attend the 1940 COIN MACHINE SHOW. Don't miss the Celebrities Breakfast—12 noon, Tuesday, January 16."

D. D. ROBBINS NOT TO EXHIBIT THIS YEAR

For the first time in ten years, D. Robbins & Company, Brooklyn, N. Y., will not exhibit at the 1940 Coin Machine Show. Dave Robbins stated that the reason for not exhibiting is because several new machines being developed by his concern would not be ready in time for the show. However, Dave will be at the Sherman Hotel where he will be glad to meet his operator friends, jobbers, distributors and manufacturers. Dave stated that he would be interested in securing the Eastern distributing rights for new vending and amusement machines. He further advised he would be willing to finance the manufacturing of new, original machines.

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"

50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50
Write for Circular on

BRASS TRADE CHECKS

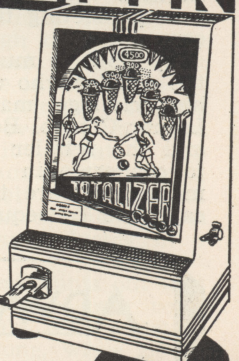
Established 1872

W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago

Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.

Dave Robbins Says...
IT'S THE GREATEST MONEY-MAKING COUNTER GAME I HAVE EVER SEEN!

TOTALIZER



HERE AT LAST is a high score skill game that can be placed on counters everywhere!
Totalizer has "play appeal" features galore! Plays with five steel balls. The mechanical totalizer adds the score of all balls shot into the skill baskets. Score returns to zero if machine is tilted.
Equipped with A.B.T. 1¢ or 5¢ coin chute. Modern, handsome cabinet. Colorful playing field. Guaranteed mechnically perfect.

D. ROBBINS & CO.
1141 DE KALB AVE.
BROOKLYN, N.Y.
OPERATOR'S PRICE $19.50

BE FIRST! ORDER NOW!
Exclusive
distributors—N. Y., N. J., Conn.

TEXAS MUSIC OPS TAKE NOTICE

● The following letter has been sent to all holders of wine and beer retailer's permits, also holders of beer retailer's licenses. Letter was sent out by Texas Liquor Control Board. You will find it very interesting. Read it.

TO HOLDERS OF WINE AND BEER RETAILER'S PERMITS, AND HOLDERS OF BEER RETAILER'S LICENSES:

November 9, 1939

● Just fourteen months ago the Administrator sent to every holder of a Beer or Wine and Beer License a letter describing practices which the public condemns and which brings on trouble for any retailer who permits these things to happen at his place of business.

There could be no misunderstanding of that letter. A great many incidents occurred to show the fine response of thousands of the retailers, most of whom exercise the privilege of selling beer in a manner that is a credit to themselves and their patrons. There have been others, though, who ignored the letter. Some have permitted unwholesome practices simply through carelessness, and others because of complete indifference or wilful determination to operate regardless of law.

It has been necessary for representatives of the Board to file a good many cases against careless or wilful violators. In cases that have come up for hearing in Austin, the Administrator has considered in each case the past record of the licensee as well as the nature of the charges, attempting to give exact justice in each case. In many instances the Administrator has felt that suspensions have been in order, and in other cases it has been clear that complete cancellations of license was necessary in the public interest. The license to sell alcoholic beverages is a privilege extended by the law of the State, and conditioned upon the ability and willingness of the licensee to handle his business in a way meeting the approval of his community.

By now it must be known that the retailer who values and respects his privilege may look upon the Liquor Control Board as his friend; and the retailer who is unwilling to cooperate in law enforcement must be aware that he cannot escape the consequences of his own misconduct. There is no place in the alcoholic beverage business for the individual who abuses the privilege of his license—there is no way for him to succeed in his business.

This letter is to inform all of you that the number of objectoinable licensees has steadily declined, and to thank those of you who have helped make this possible. Also, this is to reassert the Board's determination to continue along present lines of effort to entirely eliminate from the retail business those who do not conform to proper standards of conduct. From observers in ever walk of life as well as from our own men in the field, we learn that conditions have steadily improved on licensed premises. Complants from the public have grown less numerous as our work has progressed. The Legislature of Texas has recently shown in many ways its entire approval of this policy, and its cordial support of the Board. Certainly the Board has no intention to relax its policy in any degree or to lose any ground that has been gained in law enforcement. Those licensees who obey the law have nothing to fear. The others have nothing pleasant to look forward to.

There is also another reason for writing you at this particular time. Complaints in increasing numbers have been filed with the Board concerning the relationship between the owners and agents of machines operated with coins on the one hand, and persons on the other hand who hold licenses from the Board to sell beer and wine. More and more it is becoming apparent that in many instances throughout the State, many retail outlets are being subsidized by, if not in fact owned outright by the owners of these machines. This is particularly true, according to the facts and circumstances before the Board, of music and game machines.

I call your attention to the fact that the liquor law both in letter and in spirit requires an applicant for a license to disclose the true ownership of the business, and requires the licensee, so long as he holds a license, to assume and exercise full control and responsibility for the operation of the business. Obviously, the licensee cannot discharge his responsibility under the law if he is subsidized by the owners of coin machines.

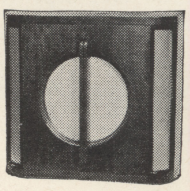
The owners of these coin machines, according to evidence before us, accomplish their purpose in two principal ways. Either they finance the original launching of the business for the purpose of locating their machines, or they buy outright the privilege of replacing machines already located on the premises, and make larger contributions from such machines to the owner of the business.

Either method of operation by coin machine owners has the same effect upon the licensee. In both instances, the licensee is under obligation to operate his business in a manner to enhance the financial gain of owners of the coin machine.

In order that this subversive influence may be stopped, I am directing the Enforcement Division of the Texas Liquor Control Board to report to this office any evidence of practices of financing, subsidizing and purchasing of coin machine rights, because such practices are certainly contrary to the public interest.

Another matter that I wish to call to your attention is that information comes to this office from time to time concerning efforts of individuals who form organizations among permittees and licensees with the purpose of either influencing policies of the Board or of influencing its action in connection with law violations. I want to tell you that any organization, or any representative thereof, who approaches a permittee or licensee with the statement that he is either endorsed or approved by the Board, or that he will have any influence upon the Board and its representatives

DE LUXE AUXILIARY SPEAKER



● Beautifully finished in Walnut with plastic illuminated corners. Equipped with 8-inch speaker. Can be used with any type of phonograph.

COMPLETE Ready to Install

$9.95

●

Beautiful Cabinet Stands for Rock-Ola's and Wurlitzer's, $14.95 and Up.

●

1/3 Cash with Order, Balance C.O.D.

Art Cabinet Sales Co.
2925 Prospect Ave.
CLEVELAND, OHIO
See Us at Show Booth 227

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

in the performance of its duty, is making a false statement and does not deserve the support of any person in this State holding a permit or license.

Conduct at your place of business is your own responsibility. It is the Administrator's duty to apply the law if you allow any wrong conduct. You certainly know the right from the wrong. We ask your cooperation to bring about the kind of improvement in conditions that has been so great during the last year.

A reply to this letter is not requested, but your comments will be carefully considered if you care to write.

Yours very truly,

BERT FORD,
Administrator Texas Liquor Control Board.

VEMCO PHONO NEEDLE SALES UP

Fayetteville, N. C.—Joe Calcutt, of the Vending Machine Co., reports that the firm's distribution of its automatic phono needle has tremendously increased.

"For the past year, since the introduction of our automatic phonograph needle, the Calcuttone, we have been finding that more and more operators over the country are using them," declared Calcutt.

"We believe that the ball-bearing-like construction of the Calcuttone point which rides in the grooves like a self-lubricated ball-bearing means not only better tone and more perfect play but also means much less record wear than was ever the case from a phono needle."

'IN THE BAG' TILL THE SHOW SAY EVANS EXECS

"The cat will be out of the bag at the big Show at Hotel Sherman in Chicago. There's something going on at the H. C. Evans & Co. plant that those in the know like very much. They hold out great expectations for it," declare Evans officials.

"The experimental department is in a hustle-bustle of excitement—the engineers rush about and the smile on their faces tells that they're happy over something.

"It's a secret what the excitement is about, but everybody knows what the rumors are. For instance, the grapevine has it that Evans is placing the finishing touches on a new game that's ear-marked for repeating the sensational success of Ten Strike.

"The new game is said to be neither a pinball nor any make-believe play, but another absolutely legal real play hit based on one of the most popular sports of the day. It is expected to be ready for the market about the time of the show Jan. 15-18. It is to be distributed through the regular Evans distributors, who will thus be kept in a commanding position for making money. This is but one of several big surprises that Evans promises for the show, and they urge you to be sure to stop at booths 29-30, 37-38.

"Meanwhile production of Ten Strike is proceeding at top speed in every department of the big Evans factory, and an amazingly large number of completed units are being turned out every day. The demand from the trade for this phenomenal game seems to be growing more overwhelming every minute."

BALLY BEVERAGE VENDER provides refreshment between sets at a popular New York table tennis court.

A REAL BUY!---ROWE

ARISTOCRAT 15¢ CIGARETTE VENDERS
SLUG PROOF COIN SLOT—6 Columns Capacity 150 Packs Vends Free Book Matches
Sample $18.50
5 or more $16.00 each
Metal Floor Stand, $3. Furnished wiith 20c Coin Slot at $2.00 extra. Mechanism and Finish GUARANTEED Like New. Terms: 1/3 with order, balance C.O.D.

D. Robbins & Co. 1141 W. DeKalb Brooklyn, N. Y.

WERTS FAMOUS JAR GAMES
- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

SURPRISES FOR SHOW KEEP GOTTLIEB BUSY

Chicago. — Feverish excitement prevails in the experimental department of D. Gottlieb & Co., as they are putting the final touches on their new surprises to be revealed at the show, according to company officials.

"We have a few things up our sleeve," said Dave Gottlieb, president, "which will prove eye-openers when we reveal them at the Hotel Sherman. One in particular is so new, so different and yet so attractive, that it's been pronounced sensational by the most seasoned veterans of the business who've seen it. It came through the tests with startling results, and we believe it will cause a furore in the industry. But we're not disclosing it until the Show and I urge every jobber and operator to make it a point to stop without fail at our regular stand, Booths 3-4-5, Hotel Sherman, and get a load of one of the biggest things that hit the industry in a good long while."

The company also points out that their Grip Scales have now completed 2 solid years of production and still going strong, while Bowling Alley and Lite-O-Card, the two convertible free play novelties, are going bigger and hotter every day.

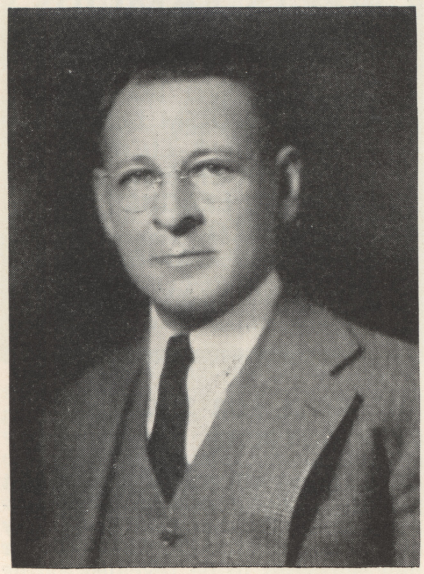
Kind Old Lady: "And do you know why Santa Claus didn't bring you anything, little girl?"

Doll-Faced Child: "Yes, darn it. I trumped Dad's ace in a bridge game Christmas Eve."

FROM LOW EBB TO HIGH TIDE
IN THE PHONOGRAPH INDUSTRY

● This is a story of success . . . development . . . expansion . . . progress . . . in the coin-operated phonograph industry. And, since no success story is complete without the human element, we will relate how a man with an embryonic idea and a spirit of determination built this idea within the period of a few short years to the magnitude of leadership in the industry.

Let us go back to the early days of the 1930 depression. Oh! just



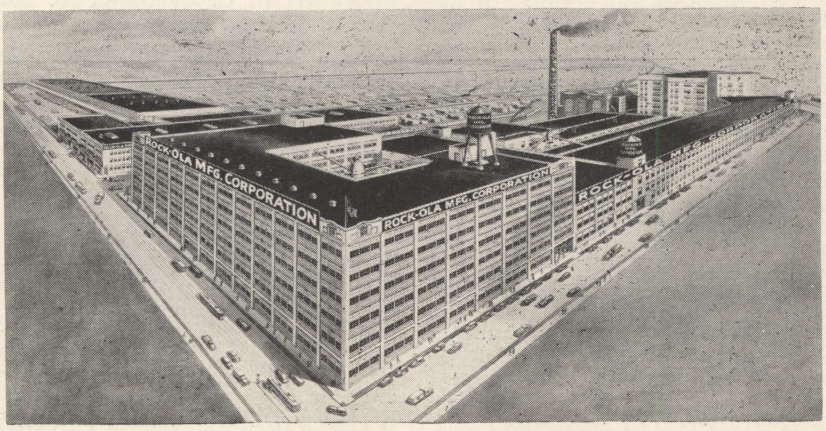
DAVID C. ROCKOLA

David C. Rockola, president of the Rock-Ola Mfg. Corporation and a dynamic business leader.

for a few seconds. We commonly associate any depression with failure, loss, and unemployment. However, the bad years are primarily a leveling off period; a readjustment of industry to economic reality. And these same periods in our history have always catapaulted new leaders to the fore, while former "captains of industry" were jumping out of windows.

The men and industries that emerge victorious from the scathing bath of economic debility are guided by shrewd foresight and keen understanding of what the public will want and need in the future. We could cite other examples of such individuals, who, through a study of economic chaos, have worked out solutions that brought them success. However, since our subject is concerned with the automatic, coin-operated phonograph industry, let us take the most outstanding example of individual success and industrial development in this field: David C. Rockola and his Rock-Ola Mfg. Corporation.

In 1927, he had designed and was



The home of Rock-Ola Luxury Lightup Phonographs. Nineteen buildings, 600,000 square feet, and over 1,500 employees. 1940 is expected to be biggest year in its history.

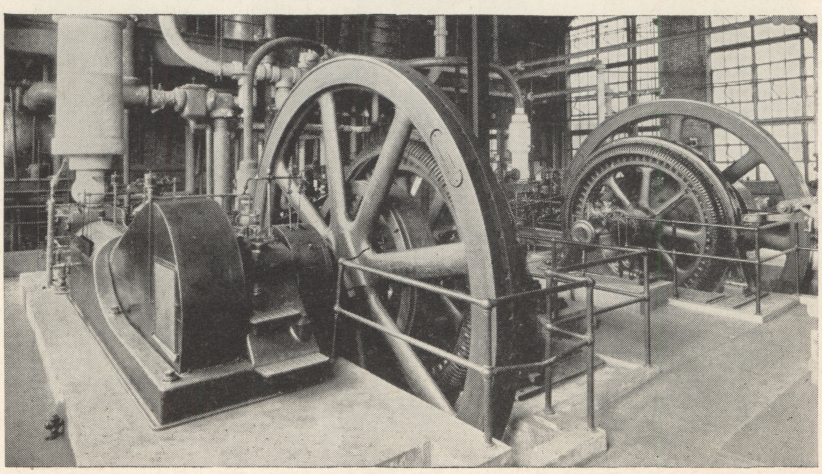
manufacturing a personal weight scale—the forerunner of the well-known Rock-Ola Lo Boy Scale. His plant was in a small store building located on the south side of Chicago. However, 1928, as a result of aggressive salesmanship and the acceptability of his scale, this inventor-manufacturer-salesman was able to rent 12,000 feet of space on Chicago's west side.

Then the depression hit, unemployment increased, wealthy families lost everything, the poor went on relief. During this period of hysteria new public needs became manifest. Primary was the need for inexpensive, wholesome forms of amusement . . . no more crowded night clubs . . . South Sea Cruises . . . or Conducted World Tours. Even popular pastimes for the masses of people—national sports, the theatre, automobile trips—all failed to meet the need for simple economical entertainment and relaxation.

At this time Mr. Rockola began developing an idea that was to fill this need and also result in a "perfect" phonograph. There were, at the time, music boxes that would play records in rotation when a nickel or dime was inserted in the coin chute, but David C. Rockola had visions of a "perfect" phonograph that could be likened to a fine musical instrument. In order to achieve this perfection, he experimented and studied, tore down and rebuilt.

Finally, in 1935, the first Rock-Ola Automatic Phonograph was presented to the public. And although there was little money to spend on extensive promotion and advertising, the Rock-Ola Phonograph rapidly played its way to well-earned popularity. The successful record of sales that followed was sensational because the coin-operated phonograph business was already 35 years old and everyone felt that the industry had reached its limit of expansion.

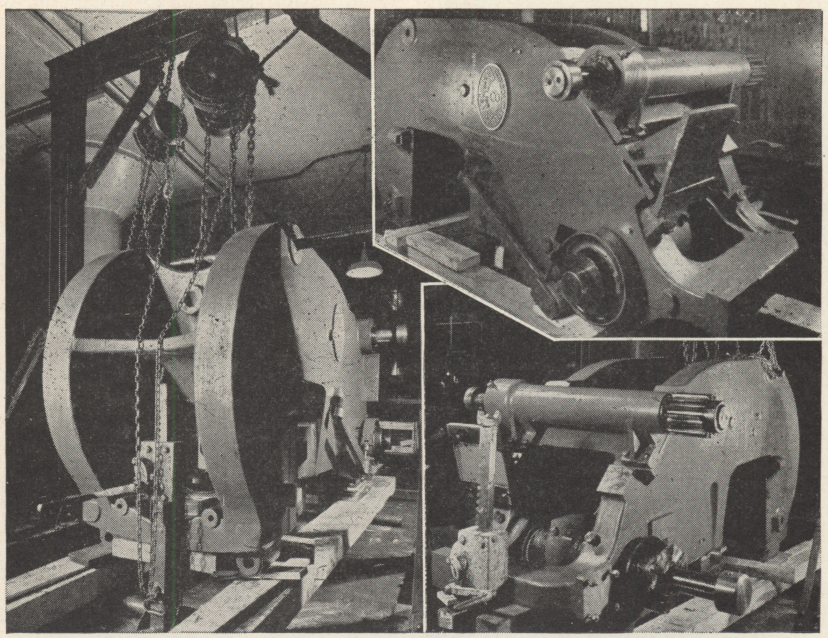
Yet David C. Rockola continued to drive ahead cautiously and con-



Rock-Ola's 1940 operations will receive ample power from this modern plant. Could generate sufficient power to supply the demands of an average American city.

servatively. Expansion was planned according to careful estimate of future needs. This successful formula for industrial development is in use to this day as Rock-Ola prepares for 1940.

So it was that long-established manufacturers who had been resting on their laurels were startled when the Rock-Ola Mfg. Corporation finally expanded into its present quarters, comprising 600,000 square feet of floor space. Then mass production began in earnest and the assembly line principle was utilized with great efficiency. Before long, the Rock-Ola Phonograph became famous for many exceptional



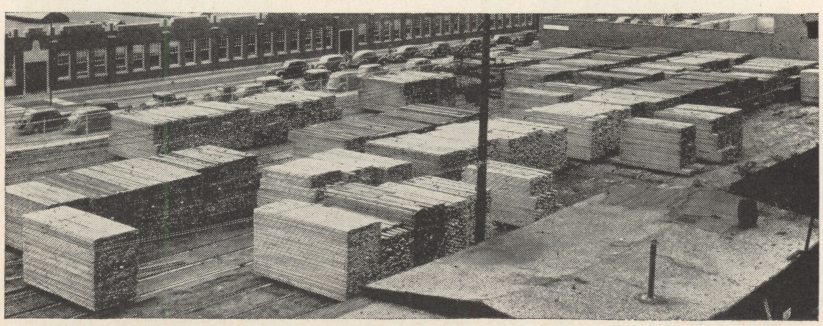
Each one of these machines weighs 15 tons and has a pressure capacity of 100 tons. Recently installed at the Rock-Ola plant in preparation for increased production in 1940.

features . . . multi-selectivity, perhaps the one greatest mechanical feature responsible for the automatic phonograph's revived popularity . . . true-to-life tone beauty . . . crystal pickup . . . and the important slug-proof coin chute.

In 1939, this newcomer, now securely entrenched as a leader in the field, brought out his Luxury Lightup Model. Here was a blending of finest mechanical perfection and colorful advanced styling that swept the country in a surge of popularity. A newly developed transparent substance, named catalin, formed the greater surface of the new cabinet. Moving lighting effects were created that added a gay atmosphere to every restaurant, cafe, tavern and cocktail bar where the Luxury Lightup Phonograph was placed.

Today, as always, the Rock-Ola organization is a well-knit group of individuals, determined to cooperate for the benefit of the industry and their own company. Over 1,500 workers are given employment by this branch of the phonograph industry, which occupies nineteen modern buildings and does an annual business of millions. Yet this is one company that will never rest on its past performance. New improvements and refinements are constantly being made and adopted as they prove their worth. A special research staff does nothing but keep informed of the advances in the fields of mechanics, engineering, design, acoustics, illumination and new raw materials.

Purchasing is handled by J. J. Sears, a highly qualified individual whose success is based on his ability to bridge the gap between raw materials and finished product. Planned purchasing works to the advantage of Rock-Ola as well as planned selling. It may well be considered that Rock-Ola's continued success is partly dependent upon careful, shrewd, volume buying of raw materials.



These 17 carloads of lumber are a small part of the raw materials ordered by Rock-Ola for 1940. Officials report over $100,000 spent for new equipment and machinery.

Rock-Ola advertising has done much to further the dignity of the phonograph industry. Magazine, direct mail and radio advertising serve two purposes: (1) to spread knowledge and popularity of Rock-Ola's products; (2) as a means of cooperating with distributor and operator to increase the earnings of all who handle Rock-Ola Luxury Lightup Phonographs. The year 1940 is expected to hit a new high in expenditures for advertising, especially in the cooperative type.

Luxury Lightup Phonographs are sold only through Rock-Ola's nationwide network of distributors. These distributors in turn sell to operators who place machines on locations. The company absolutely does not countenance selling to locations. Rock-Ola believes that the greatest good and the most efficient results are secured in a manufacturer-distributor setup. It holds that the distributor is close to his own territory, its trade peculiar ties, and its problems, and can better organize the work effectively on its own ground.

In expansion plans for 1940, David C. Rockola is guiding his company with the same vision and showmanship that has made the Rock-Ola Mfg. Corporation an outstanding leader in past years. For here at Rock-Ola is most clearly reflected the progressive spirit now present in the coin-operated phonograph business. It has pointed the way to soundly anchored success through mutual cooperation of labor, capital, and far-sighted management. With this combination as a guide post, the entire industry has been helped to "play its way to new heights of popularity."

MUSIC SURPRISE DUE TO COME UP AT SHOW

Frank P. Merkle, district manager, the J. P. Seeburg Corporation, for the past five years, has resigned that position to direct the sales of a new phonograph known as the Melo-Tone. This change was effective December 31, it is understood.

"The official announcements will be available shortly," Mr. Merkle said, "but it may be of interest to operators to know that this new machine will be backed by one of the largest and best known organizations in the country. Experienced phonograph engineers of many years standing have been identified with its development."

This new phonograph, together with other developments in the music field, reveal that 1940 will be one of the outstanding years of coin machine and music history. The division handling the phonograph will be known as the Herbert Corporation, with offices at 600 N. Albany Avenue. The telephone number is listed as Kedzie 6500.

BOWLING PROFITS SURPRISE INDUSTRY

Biggest surprise in coin-machine history, according to George Jenkins, Bally Mfg. Company sales manager, is the size and consistency of bowling game earnings.

"Of course," Jenkins explained, "we knew we had a hit game in our Bally Alley bowling game, and we expected it to give a good cash-box account of itself. But, considering the fact that Bally Alley is a strictly skill amusement game, we were not prepared for the really sensational collection reports now being turned in.

"I have one report from a Baltimore operator telling about a Bally Alley which took in $37.50 from noon till midnight one day. This is probably an exceptional spot—a busy hotel lobby—but it indicates the kind of money bowling operators can earn. Another Bally Alley in a Milwaukee tavern netted $29.60 on a Saturday and Sunday, $20.00 of the total being Saturday play only, as there is practically no patronage in the place on Sunday.

"From Indianapolis I have a report of $7.00 daily for the past three weeks and a similar report from a New York bowling alley—$9.60 daily. A Detroit operator phoned me to rush additional Bally Alleys, after his first machine averaged $12 daily net for the first week—and this in competition with four hit free play tables. From Georgia I've just received a report on a Bally Alley which earned $17.85 the first day, since when daily collections have been hovering around the fifteen-dollar mark.

"When discussing Bally Alley collections, it should be remembered that every nickel in the cash-box is profit—nothing deducted for awards. Certainly operators have no cause to worry about the future when they have in Bally Alley a game that will, not only bring in from five to thirty-five dollars a day, but will keep it up as long as bowling is in the public eye. Apparently bowling is getting more popular every year—so it looks like happy days are here for operators."

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish
PEANUTS, 1939 CROP
The Nuts With a Flavor
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grades for Vending Machines
WRITE FOR PRICES
1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648
FORT WORTH, TEXAS

YEAR-END MESSAGE TO OPERATORS FROM COIN MACHINE INDUSTRIES

By JAMES A. GILMORE,
Secretary-Manager

The year 1939 is behind us—it has passed into history—it has been a successful year for some and not so good for others—every year is like that—always and everlastingly some must succeed while others fail—some must win while others lose.

Jas. A. Gilmore

Let us not look back at what has happened—yesterday's events are ancient history tomorrow. Rather, let us look forward to the opportunities that are ours if we will only reach out and grasp them. The year 1940 will be filled with sweet things for many and sour for others. Fortune, however, does not have a way of dropping around to toss her favors in your lap—not by any means—she expects you to step out and hunt her up and exert yourself to grasp her favors from her abundant storehouse for those who, by their own efforts, are entitled to reap her awards.

Let each and every one of us, allied with the coin machine industry in any capacity, take off our coats and roll up our sleeves with a determination that 1940 must be the most successful year the industry as a whole has ever known. It is a foregone conclusion that all of us working together unselfishly toward that end are bound to make it so. Remember—every man owes something of himself to the industry in which he is engaged.

More power to you all—may 1940 be the best year you have ever known.

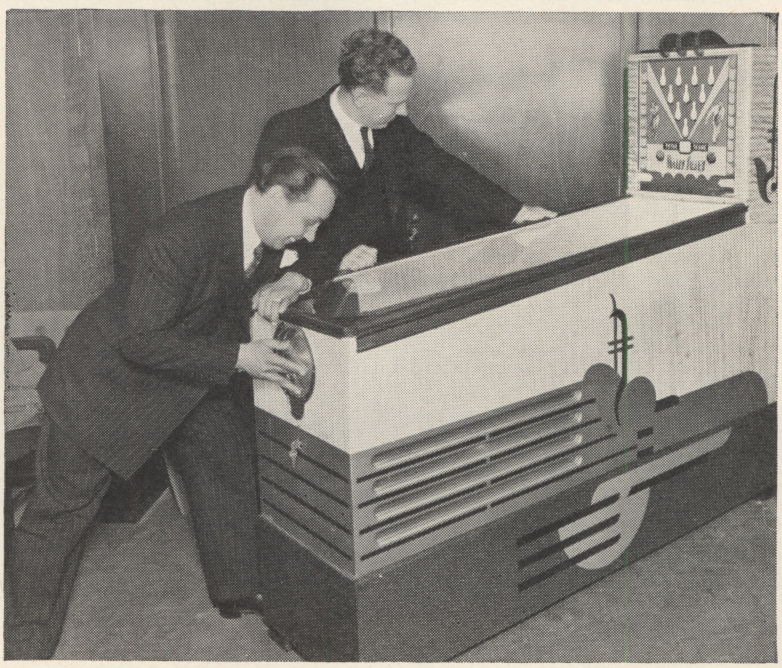
A sailor and a commercial traveler were in a compartment on a train from Boston to Miami.

After a while they got into conversation.

"Yes," said the sailor, "I've traveled. Been nearly all over the world, in fact."

"Nothing like travel to broaden the mind," said the commercial. "I suppose you must know a lot about geography?"

"Well, yes and no," replied the sailor. "The ship I was on did put in there to coal once. 'Tain't much of a place, though, from what I remembers of it."



"BALLY ALLEY is right up my alley," says Sam May, shown demonstrating fancy shots to Ken Wilkinson. May and Wilkinson are reported as joining forces to distribute Bally products in Southern Texas, with headquarters at San Antonio.

COMING SHOW PLUS BIZ KEEP GOTTLIEB RUSHED

The only thing to be seen at the Gottlieb factory these days, according to officials, is whirring machinery, very busy workmen and games clicking off twin assembly lines—Bowling Alley on one and Lite-O-Card on the other, in rush production.

Dave Gottlieb declares he has been trying to learn a new trick in the past week, that of being two places at one time. "I must talk over the telephone and yet be in the factory watching production," he declares.

"Four times as many people are now employed here," Gottlieb reports. "Nate Gottlieb is developing a telephone ear from being riveted to the phone taking orders. The only way you can get to talk to him is by calling him on the phone. The teletype is constantly in motion.

"Bowling Alley and Lite-O-Card are clicking with the trade amazingly. Orders and consequent rush production mean just one thing—that is, that the games are unusual winners.

"But that's not all. We've got a few things up our sleeve to be revealed at the Show at Hotel Sherman, Jan. 15-18, that we believe will startle the industry, and these preparations add to our rush here. I won't say yet what these innovations are, but take my advice and stop at the Gottlieb booths at the Show without fail."

LEE S. JONES BACK IN THE MUSIC FIELD

The word is out that Lee S. Jones, well known Chicago coinman and former music machine executive, and Robert Gabel, of the John Gabel Mfg. Company, also of Chicago, will join hands in a new distribution plan for music machines in 1940.

Jones is one of the pioneer phonograph executives having been connected with the J. P. Seeburg Corporation for a number of years and now heading a large coin machine distributing concern of Chicago. Gabel has spent most of his life in the phonograph manufacturing field and knows a phono from the floor up. The new firm will be known as the Lee-Jay Music Company, with offices at 3070 Lincoln Avenue, Chicago. You can contact them by phone by calling PH. LAK. 9400.

In commenting upon the new distributor setup Mr. Jones said: "I have no fault to find with any present selling policies but I have my own pet theory of how music should be sold and operated; and having the good fortune to hook up with a pioneer manufacturer who thinks along the same lines, I am now prepared to demonstrate to operators how we can all prosper more in the future than we have in the past."

Join the big parade to the

COIN MACHINE SHOW

SHERMAN HOTEL, CHICAGO
JANUARY 15-18, 1940

Show Stickers, which exhibitors are attaching to their regular correspondence. The actual sticker is printed on a golden yellow paper and, though simple in design, is suggestive of the gaiety and good will of Show-time.

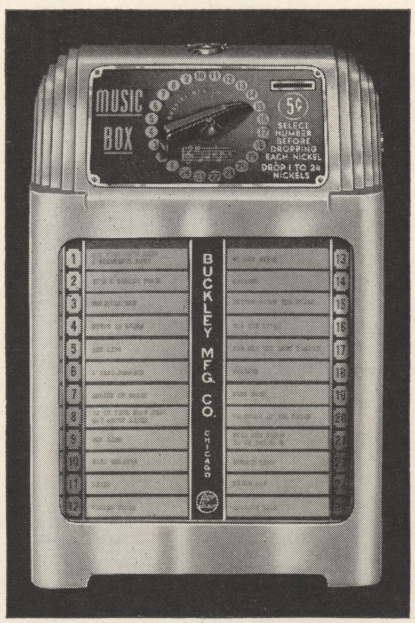
NORTHWEST SHOW IN FEBRUARY

St. Paul.—Minnesota Amusement Games Association, Inc., with the aid of Twin City jobbers and distributors, will sponsor the second annual Regional Exhibit for Northwest operators at the St. Paul Hotel, St. Paul, Monday and Tuesday, February 5 and 6.

H. P. Hunter, secretary-treasurer of the organization, revealed that the organization expected to have exhibits from all the leading manufacturers at the show. The first annual show had practically every machine on exhibit.

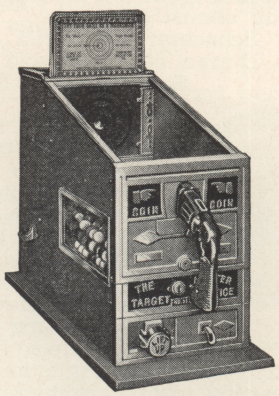
The annual meeting of the association will be held on the second day of the show, February 6, at 2:30 p.m., in the Capital Room of the St. Paul Hotel. The board of directors for the year 1940 will be elected at this time.

MAKE MORE MONEY
WITH
Buckley Music Systems



STANDARD AUTOMATIC MUSIC CO.
1200 W. SEVENTH ST.,
LITTLE ROCK, ARK.

"MASTER"
You'll Make Money, Too,
IF YOU OPERATE THE



TARGET PRACTICE
WRITE FOR DETAILS
The Norris Mfg. Co.
COLUMBUS, OHIO

BALL GUM
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Watta Polish
Protective Packing
AMERICAN CHEWING
128 Mt. Pleasant
NEWARK N.J.

DISTRIBUTED BY:
M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

A DISTRICT MANAGER ORGANIZATION THAT CLICKS

● The Rock-Ola Manufacturing Corporation, leaders in the coin-operated phonograph field, have one of the most successful District Managers' Organizations in the industry—a high-powered group of men regimented to help the operators. Some of the reasons for this organization's success are related by Ben Boldt, Rock-Ola Sales Promotion Manager.

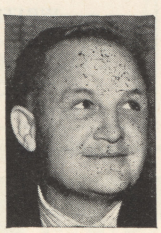
"Our District Manager setup is comparatively new as an organization, but most of the men were formerly with the company as Rock-Ola distributors. Therefore, each man is thoroughly familiar with the territory he manages. He knows the operators, their particular needs, their business problems. In most cases, our District Managers are personal acquaintances of all the distributors in their territories and of almost all the operators.

"It is this close tie-up between Rock-Ola District Managers and Rock-Ola distributors and operators that enables this organization to function effectively and efficiently. Each man is well acquainted with the everyday function of an operator and knows all the problems that come up almost daily.

" 'Si' Schachter, a District Manager in charge of Texas and other Southwestern territory, has had a wealth of expereince and is always ready to help his operators in whatever way possible. He believes in keeping on the go every minute during the day and most of some nights. 'You never know when you are going to be just too late to help an operator, so 'Si' doesn't lose any time getting to his customers.

Schachter

"Next on the list is John S. Gilder, a Californian. While representing Rock-Ola on the West Coast, Gilder made such a fine showing that he was promoted to district managership charge of a number of the western states. Gilder is well seasoned in all branches of the coin machine field and has built up a thriving business through his ability to understand and cooperate with operators and distributors.



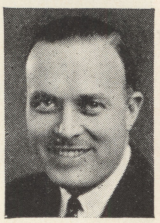
Gilder

"He reports: 'I am enjoying long hours, long drives from operator to operator, and lots of work.' It is this attitude that has helped Gilder to create a worthwhile business for his distributors and Rock-Ola. Says Gilder: 'When I say "Luxury Lightup phono man calling," the effect is electric,—the door is wide open.'

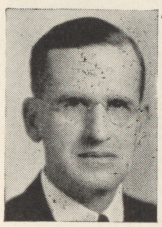
"George R. Murdock, the man who handles a number of the Western States and California, is especially fitted for his post. He lived and worked in the Far West for many years, until he made connections in the East a few years ago. At one time Murdock was a large operator in Los Angeles, and naturally knows all about the operator's problems. He has also had experience from the manufacturer's standpoint. George Murdock is a man of wide interest, activities and abilities. He has been president of the Los Angeles division of the Phonograph Operators' Association, and is well-known in the West, for he is truly a 'native son.' His grandparents journeyed in a sailing ship around Cape Horn to the then new territory of California and settled in the region.

Murdock

"F. E. Richardson and H. C. Abbott are typical of the splendid efficacy of Rock-Ola's sales plan. Both men have had extensive experience in the coin machine industry, and each is highly popular in his particular territory. Men such as these make the Rock-Ola District Manager Organization a powerful force in developing closer cooperation and benefits to Rock-Ola operators. Abbott knows very many operators in his territory by their first names, and he's the man they come to for help. Richardson has built up a sensational business in his territory, and he naturally attributes much of it to the extra value included in every Luxury Lightup Phonograph. We say his enthusiasm has a big part in his success.

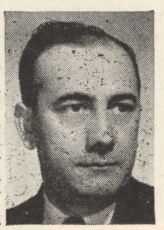


Richardson

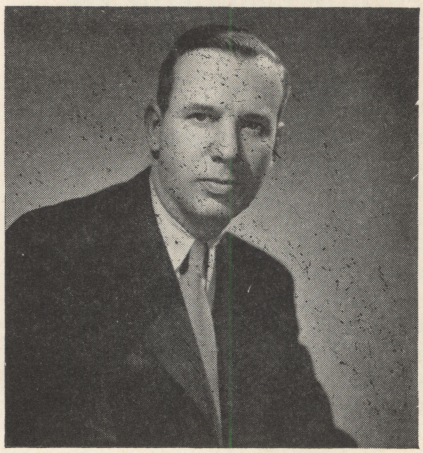


Abbott

"D. M. Wertz, a Southerner, spends most of his time south of the Mason-Dixon Line. He is noted for his unusual ability to 'follow through.' 'No sale is ever complete when money changes hands,' says Wertz. 'Especially in the coin-operated phonograph field where it is necessary to work hand-in-hand with distributors and operators week after week and year after year. The salesman who makes a sale and then forgets his obligation to the operator is out of luck the next time he comes around. The operator very often needs the advice and help that a good distributor can give him, and if the help isn't forthcoming, the operator looks for someone else to buy from. We're all in the business to succeed, and the best way is to give the other fellow all the help you can. It pays rich dividends.'

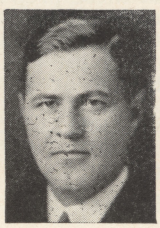


Wertz



Ben Boldt, Rock-Ola Advertising and Sales Promotion Manager

"Now here is a man known throughout the United States and in many foreign countries an authority in the phonograph field—Ed Johnson, a pioneer in the industry. Johnson has a big district, but is the fellow to do justice to a big job. 'I have watched Rock-Ola's phenomenal growth in just a few years, and it is a pleasure to be connected with such a progressive company. The many outstanding and sales-getting features of the Rock-Ola Luxury Lightup Phonograph makes it possible for me to do a really good job, as the phonograph operator today expects all the modern features in his equipment. The Luxury Lightup leaves nothing to be desired in point of efficiency and eye appeal.'

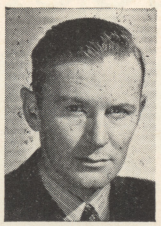


Johnson

"A recent managership was awarded to George J. Young, former Rock-Ola distributor for the New England States. His friendly attitude and cooperative spirit enabled him to build up his territory into one of the finest in the country. Luxury Lightup Phonographs became so popular that it was soon necessary to appoint an assistant distributor. In his new role, George Young is doing an even greater job than he did as distributor.

Young

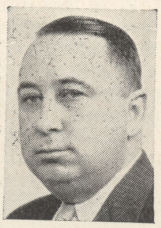
"Only men who have proven themselves exceptionally capable are selected as Rock-Ola District Managers. Each man must have a keen knowledge of the business and its many angles. If a district manager can talk the language of the 'boys' and recognizes their problems, he will win the confidence of his operators and be all the more able to work with them effectively. Two such men are Robert 'Bob' Hunter, a Southern manager, and Fred M. Pray, who does the honors for Michigan and the greater part of Indiana. Hunter knows how to deal with Southerners in a manner they appreciate. He is a firm believer that the more phonographs there are in a territory, the more play all operators will get. Pray knows the coin machine business from the bottom up, and he's always on his toes to aid some operator fill a particular need for a new location. This is the spirit on which the District Managers' Organization was founded.



Hunter

Pray

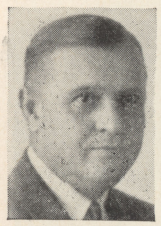
"The man who sends 'them' in by the carload is next. The 'them' is orders, and the party involved is Cliff Bailie, recently appointed District Manager. His district is a hot-bed of competition. But competition doesn't bother Bailie. He's got a system that works and here it is:



Bailie

"'You can't just dump merchandise into an operator's lap and then consider your job well done. There's much more to it than that. Most operators are good businessmen, but even they need help now and then. New ideas for expanding their territory and assistance with everyday trade problems are greatly appreciated and build good will.'

"'An aggressive businessman.' Yes, that is William C. Deaton, and his territory consists of a number of Southern States and part of Indiana. He was born in the South. His family migrated to Texas, and as a young man he started in the coin machine business in Dallas.



Deaton

"'I follow the principle that a man has to go after business to get it,' states Deaton. 'A man always has had to drum up business, no matter how good a product he is selling. If he doesn't do a little scratching, some other chap with a little more gumption will get there ahead of him.'

"The most recent addition to the rank of District Managers is 'friendly' Frank Q. Doyle. He handles the territory of Chicago and the bordering counties. Doyle is a go-getter with all the punch and force necessary to drive him to unlimited success. Doyle spent thirteen years in the actual operation of automatic phonographs before entering the sales end. He has a well-rounded background that is going to be advantageous to every Rock-Ola operator in his territory.

Doyle

"Says Doyle: 'To achieve customer-satisfaction with music, it is necessary to present it with mechanical perfection. That's where the Rock-Ola Luxury Lightup Phonograph "shines".'

"This completes the birdseye view of that famous group of energetic, topnotch Rock-Ola District Managers. A group of men whose part is to keep the ties of friendship, cooperation and goodwill ever strong and enduring between the Rock-Ola organization and the distributors and operators throughout the entire United States. More than this, these men complete the sales circuit, keeping the entire field organization pepped up and acquainted with latest industrial improvements, as well as the manifold sales features of Luxury Lightup Phonograph.

"They are direct Rock-Ola representatives giving personalized service and help to every Rock-Ola operator in their individual territories. These men are individuals of high character. They have executive ability and extensive sales experience in the coin machine industry. Every man is hand-picked on ability and character alone. It is with the help and enthusiasm of men like these that the Rock-Ola Corporation has been able to maintain its prestige and responsible position in the industry, and—we're mighty proud of them all!"

BIG ATTENDANCE ASSURED FOR SHOW

Just before going to press we received the following telegram from Jim Gilmore, Show Manager, and it assures, beyond a doubt, one of the largest attendances ever to be present at a coin machine show. Here's the message.

"Our advance registrations for our coin machine show are pouring in through every mail and have now just passed the 2500 mark. This far exceeds the advance registration for any previous coin machine show this far in advance of the show and of course indicates a record-breaking attendance of operators, distributors and jobbers from all over the United States and Canada and a few have already come in from foreign countries. The officers and directors, the show committee and the publicity committee are all very proud of this fact and the assurance that it implies of the abundant success of the show from the standpoint of attendance. It is already a guaranteed sucess from number and variety of exhibitors. Thanks for your cooperation and happy New Year to you all.

"Jim Gilmore."

GET KIRK'S
GUESSER SCALE
(PENNY BACK IF YOU ARE RIGHT)
WITH THE "watch your heart beat" FEATURE
ALL MECHANICAL OPERATION
GREATEST LEGAL MONEY MAKER EVER BUILT
C.R. KIRK & CO. 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

Bridget: "Pat, my man, I'm going to die, and I want you to promise me one thing."

Pat: "Shure, Bridget, and I'll do that. What is it?"

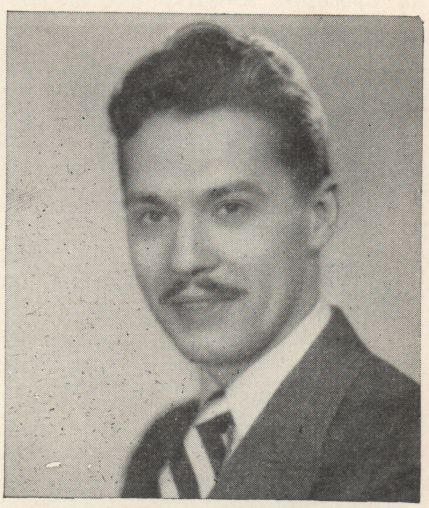
Bridget: "I want you to have my mother in your carriage at the funeral."

Pat: "Well, since it is your last wish, I promise; but I tell you it will ruin the day for me."

"I had a beard like yours once, but when I realized how it made me look, I cut it off."

"I had a face like yours once, but when I realized I couldn't cut it off, I grew this beard over it."

BAUER JOINS ROCK-OLA



Harry Louis Bauer, well-known in the direct mail field as a sales letter and advertising consultant, has joined the Rock-Ola Manufacturing Corporation as Publicity Director and Assistant Advertising Manager. Bauer brings to his new position a wealth of experience in advertising, sales promotion and sales.

BELL LOCKS GAIN FAVOR

Grand Rapids, Mich.—The manufacturers of the famous Bell locks of this city, have doubled their business over last year, which goes to show that the Bell lock is becoming one of the outstanding locks for coin-operated machines, according to P. W. Olson, manager.

Bell locks require an automatic machine to cut the grooves on the sides of the keys, which affords the greatest protection known to the lock industry, the lock is practically pick-proof.

Bell locks are designed and built by engineers of the coin machine field-men who really understand coin-operated devices and the difficulties that an operator encounters in operating his machines. The Bell lock firm can now furnish each operator with a special series locks.

A large number of the leading coin machine manufacturers are now using Bell locks on their machines.

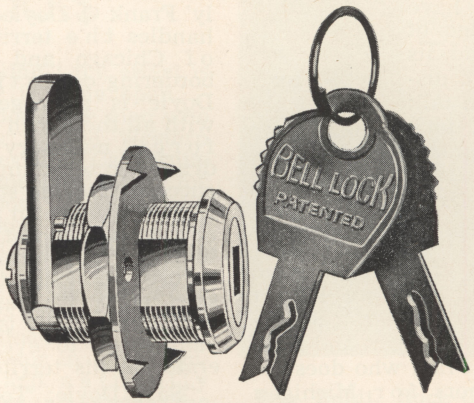
As users of Bell locks, they readily know that the problem of bulky key rings and voluminous key records, which have been handicapping and worrying the operators for many years, is now a thing of the past.

Bell locks run in some series as high as 390,000 changes, which affords a private key series for each operator, if he so desires. Up until a short time ago Bell locks were made exclusively for the manufacturers, but the manufacturers have recently inaugurated a sales campaign to sell locks and keys direct to the consumer, eliminating a great deal of time and delay.

No keys are sold to anyone but authorized dealers or operators, unless they make themselves known. It is possible at the present time for operators to carry one or two keys to open all of their machines.

BELL LOCKS

A PROSPEROUS NEW YEAR FOR ALL



SEE OUR BOOTH AT THE COMING SHOW-NO. 252

MANUFACTURED IN
GRAND RAPIDS, MICH.

ROBBINS TO DISTRIBUTE TOTALIZER

After investigation the large operators' earnings of Totalizer, the new counter skill game, made by Scientific Games Corp., Brooklyn, N. Y., D. Robbins & Company made a deal to handle the exclusive sales in New York, New Jersey and Connecticut. Talking about Totalizer, Dave Robbins said, "I believe this is the most outstanding counter game I've ever seen. I have been selling counter games for over 20 years and I can state that Totalizer has more 'play appeal' features than any counter game thus far manufactured. The clever score adding device on Totalizer is fascinating to watch as it totals the score of the skillfully played balls. The cabinet is handsomely designed, making it easy to secure the best type of locations. Another important feature is the tilting device, to prevent cheating, which brings the score back to zero, when the machine is tilted. I predict that Totalizer will be the biggest selling counter skill game for 1940."

AN INTERESTING ASS'N. BULLETIN

Several music operator associations have attempted to create their association publication or bulletin but it took the Florida Music Operators Association to really hit the ball. Their official bulletin is newsy and well gotten up. It is a neat memo job but it is loaded with real "stuff" that the music operators need and the bulletin is not stingy because each edition contains from six to eight pages which are large legal size.

"Needle Point Notes" is the name of this outstanding association organ and music operators will profit by seeking to have their names placed on the mailing list of "Needle Point Notes." You can address E. E. Clark, 206 13th Street, N. St. Petersburg, Fla.

"Father, what is tact?"

"Tact, my boy, is what prevents a gray-haired man from reminding a youthful looking woman with the complexion of a rose that they were boy and girl together."

Patient: "Doctor, are you sure this is pneumonia? Sometimes doctors prescribe for pneumonia and the patients die of something else."

M. D. (with dignity): "When I prescribe for pneumonia, you die of pneumonia."

New Mutoscope Building at 44-01 Eleventh Street, Long Island City, New York, where one of America's most complete manufacturing layouts is producing the famous Photomatic and other world-renowned Mutoscope products with record speed and efficiency.

The Nation's Song Sensation
Oh Johnny, Oh Johnny, Oh!

COLUMBIA RECORD No. 35228
ORRIN TUCKER
BONNIE BAKER

DECCA RECORD No. 2840
ANDREWS SISTERS

BLUEBIRD RECORD No. B10507
GLENN MILLER

TOP RECORDINGS BY TOP ARTISTS
a Forster Publication

DECCA RECORD No. 2524
HENRY BUSSE

DECCA RECORD No. 2845
DICK ROBERTSON

VOCALIAN RECORD No. 5250
RAY HERBECK

EVANS SELECTS ROCK-OLA TO BUILD BOWLING GAME

"Here's great news that will delight operators from Maine to California," said R. W. (Dick) Hood, president of H. C. Evans & Co., in high enthusiasm. "Evans is happy to announce the selection of Rock-Ola Mfg. Corp. as licensees to build bowling games under our Ten Strike patents.

"Under this arrangement, the tremendous facilities of Rock-Ola are added to those of H. C. Evans & Co., to guarantee production in sufficient quantity to satisfy the huge demand.

"Let me say," Dick Hood explained, "that we are motivated entirely for the good of the industry. The bowling manikin and the unique pin action of this original bowling game started the bowling fad which certainly has won America. Ten Strike has more than fulfilled predictions that it would become the No. 1 hit of the industry—Ten Strike has captured the country. The demand has leaped to such monumental size during the last few weeks, that even with our facilities doubled, we could not keep up. Operators really need this game; it means an opportunity of a lifetime to many of them. They are storming us with orders and pleading for faster delivery than is humanly possible. We simply had to do something to help them.

"Our chief problem was to find a manufacturer whose engineering standards were akin to those of H. C. Evans & Co., and who was reputable and reliable in every way. After a complete survey of the entire industry, we have found the perfect answer in Rock-Ola. There is no more famous name in the business, nor is there a manufacturer whose reputation, integrity and conscientiousness rank higher. We are pleased to have made such a satisfactory selection and I know the entire trade will be elated with our decision."

From the Rock-Ola factory comes the report that operations are already under way. "We are happy to have been selected, among all manufacturers of the industry," said Dave Rockola, president, "to be the licensees under the Evans patents. Evans' standards are the highest, and if there's a man better informed about manufacturing or harder to please than Dick Hood, I have yet to meet him. No higher compliment could be paid than Evans' selection of Rock-Ola to build so great a game."

Jack Nelson, vice president of Rock-Ola Mfg. Co., was elated. "It's the perfect solution to Evans' problem," he said, "and a happy occasion at Rock-Ola. Operators really need this kind of a game, and we're putting the broad, solid shoulders of Rock-Ola to the wheel of production to supply the demand. What are our plans? Immediate production with all the speed of our tremendous facilities. Work is already under way, and it won't be long now!"

Motorist (after knocking down butcher's boy): "I'm sorry, m'lad, are you all right?"

Boy (after picking up contents of baskets): "I dunno. Here's me liver and ribs, but where's my kidney?"

WALTER A. NIEMACKL PASSES AWAY

Walter A. Niemackl, executive secretary of Associated Phonograph Operators of Harris County, was shot in the left eye while on duty at his cafe, the Sea Gull, late Sunday night and died the following Tuesday, December 12. The fatal shot was fired while Niemackl was struggling with a 29-year-old taxi driver for possession of an automatic revolver. The cab driver, J. T. Wilkes, was charged with murder.

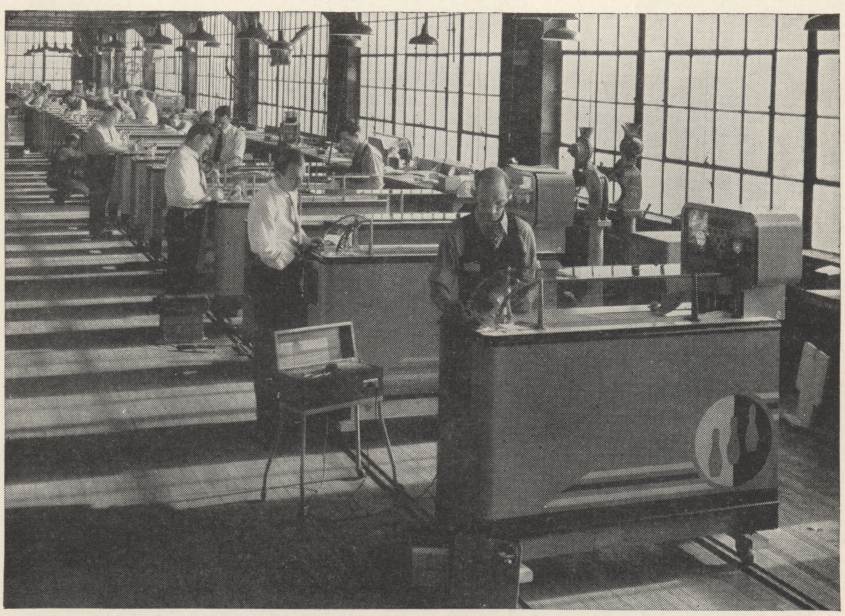
Mr. Niemackle was 49 years of age and had been in Houston about four years. He is survived by a wife, father, son, daughter, and one brother; all of Minneapolis, Minn. He was well known in the coin operated industry and was largely responsible for the organization of the local operators' association.

"Jim says he has a tremendous yen for me."

"How much is that in American money?"

Voice over the 'phone: "Hello! Is that you, darling?"

Darling: "Yes, who is this speaking?"



Men and machines are working doublt shifts at the Rock-Ola Luxury Lightup plant to meet the tremendous flood of orders for TEN PINS. This fascinating bowling game has caught the fancy of the public throughout the nation. Men and women, bowlers and amateurs, are taking to TEN PINS like a "natural."

WURLITZER NEWS

BAY STATE MEN BEAM ON SEEING 1940 MODELS

Several top-notch Wurlitzer Music Merchants doing business in Massachusetts, recently took a trip to North Tonawanda, N. Y., and visited the plant of the Rudolph Wurlitzer Company. They went home, full of pep and enthusiasm over the stunningly beautiful 1940 Wurlitzers. This Bay State group included, left to rigt (standing): R. S. Connor, advertising manager; M. G. "Mike" Hammergren, general sales manager; L. Levine, Brighton, Mass.; P. Swartz, Winthrop, Mass.; Bert Klapper, Boston; H. King of the Wurlitzer organization; J. A. McIlhenny, Wurlitzer district manager; (sitting), J. Fiore, Boston; Charles Ford, Squantom, Mass.; A. Dolins, Hyannis, Mass.; A. Salvidio, Worcester, Mass.; and "Ernie" Petering, assistant general sales manager.

COOPER AND GOLDBERG SET TO GO ON NEW MODELS

"With the new 1940 Wurlitzers and with Larry Cooper and Al Goldberg on the job in Chicago," says M. G. "Mike" Hammergren, general sales manager of the Rudolph Wurlitzer Company, "Wurlitzer phonographs are bound to become even more popular in the big town on Lake Michigan. They are some combination—1940 Wurlitzers, Larry and Al." "Mike" Hammergren looks on approvingly as Alvin Goldberg, left, and Larry Cooper, right, complete the understanding which made it possible for Larry to become the new district sales manager for Wurlitzer in the Chicago and Detroit territories as "Al" becomes the new owner of the Chicago Simplex Distributing Company, Wurlitzer distributor in Chicago.

Commercial Music Co. Stages Elaborate Opening of Dallas Offices

Eager to extend their heartiest congratulations, Music Merchants flocked to the grand opening of the Commercial Music Company's new quarters at 2016 Travis Street, Dallas, Texas. One and all, they shook the hand of Joe Williams, general manager and owner of the Commercial Music Company, told him how pleased they were at the beautiful new quarters and wished him the best of luck.

"With those beautiful new 1940 Wurlitzers," says Mr. Williams, "we simply can't miss. There's no question about it—Wurlitzer's the Winner!"

With Mr. Williams at the grand opening were Raymond Williams, manager of the Commercial Music Company's Dallas office, as well as Bob S. Bleekman, Wurlitzer District Manager; and Herb Wedewen, Manager of the Dallas credit office of the Rudolph Wurlitzer Company.

Joe Williams' Commercial Music Company also has offices in Houston and San Antonio, Texas, as well as Oklahoma City, Okla., and Little Rock, Ark.

NATIONAL COIN MACHINE WEEK

By JACK NELSON

The growth of the coin machine industry has now reached a peak that warrants consideration of a special promotion in the form of NATIONAL COIN MACHINE WEEK. Almost every other industry has a special week of some kind to promote its product. The Army has its National **Defense** Week, so let's have a National **Offense** Week for our industry — NATIONAL COIN MACHINE WEEK. A certain week each year when all of us in the business and allied with the industry as well as millions of merchants throughout the nation can shout to the hilltops and to the entire world —USE COIN OPERATED MACHINES!

Because of the far-reaching benefits to everybody concerned, the coin machine industry and its products lend themselves better to a plan of promotion of this kind than any other industry. We all know of the promotion of the California Orange Growers' Association and their effort to sell more oranges; and we are all familiar with National Restaurant Week, when all the restaurant owners get together for their sales promotion plans.

The Florists' Association has done a fine job in establishing Mother's Day and Father's Day, and this promotion has extended in such a large scope that it now benefits haberdashers, department stores and almost every other business. National Cherry Week is another promotion, and then there is Apple Week and National Furniture Week. Hundreds of other businesses regiment their efforts once a year for the purpose of promoting their own industries—why not the coin machine industry?

NATIONAL COIN MACHINE WEEK is something that all of us can take part in to promote not only our own business and the coin machine industry, but also the millions of locations throughout the nation. Such a promotion could be made so powerful and so effective through a cooperative, coordinated effort by those directly interested in the business that it would contribute to the building of only good will and friendliness toward the coin machine industry by the public and by newspapers and publications. With something novel to write about, like a NATIONAL COIN MACHINE WEEK, newspaper would be more than willing to give favorable publicity.

For example, the campaign of NATIONAL COIN MACHINE WEEK could be planned far enough ahead so that newspapers throughout the country would be supplied with special cartoon strips showing how far reaching the coin machine industry has spread in the everyday life of an average person. This one cartoon strip could probably bring out the following details in a sort of comedy nature that would be interesting and effective:

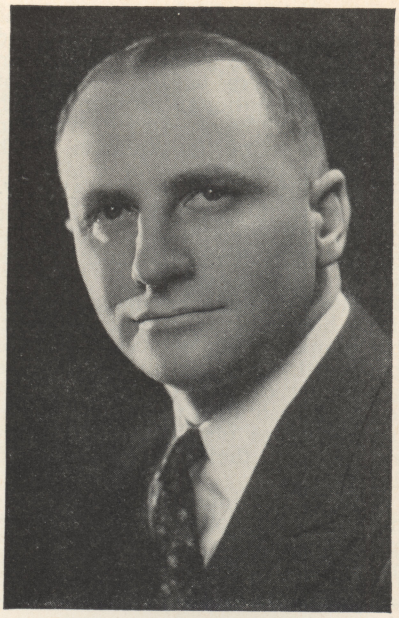
The artist could draw a picture showing the activities of a businessman starting with the early morning when he places a nickel in his telephone chute to call his office. The next frame would probably show the same gentleman depositing a dime in the choin chute at the "El" station or the subway station to pay his fare down to the office. The next frame could show a view of the elevated or subway platform and illustrate our friend the businessman depositing a penny in a gum machine or a weighing machine before getting on the train. And on arrival at the office, after a few hours' work, the deposit of a coin in a Coca-Cola machine as another coin-operated service; or perhaps later in the day some candy is obtained from a coin-operated machine.

At luncheon, perhaps, in the next frame of the cartoon, it would show the same gentleman depositing his coins at the Automat getting a coin-operated lunch. After lunch, he plays an amusement game for relaxation. And in the afternoon, an ice cream bar will be vended from an ice cream machine. On the way home, he again deposits his coin in the "El" or subway station. And the last frame could show an after-dinner party in a cafe with the patrons dropping coins in the phonograph and in a cigarette vending machine, thus ending a perfect coin machine day—the modern, new way of living.

This is only one of many ideas that could be prepared for promotion of this kind. Special newspaper publicity stories could be secured much easier when a united front in the form of a national week such as NATIONAL COIN MACHINE WEEK is presented.

Newspapers are not adverse to giving the coin machine industry favorable publicity, but a great many times they use certain material that is detrimental to the industry because of the lack of better information. Properly promoted and presented, NATIONAL COIN MACHINE WEEK would promote good will and public acceptance that could not help but reflect itself in the columns of our daily newspapers. In addition, perhaps a radio program of spot announcements could be developed to tie in with newspaper publicity.

Recently a survey was made by the sponsors of National Furniture Week by the National Retail Furniture Association. A few days following National Furniture Week, a questionnaire was sent to all of the participants. Among some of the questions asked was: "Did your business show an increase during National Furniture Week?" Ninety-five percent answered "yes" to this question. This same condition exists in other industries and investigation reveals that a special nation-wide week does more to promote business on a nationwide scale than almost any other idea up to the present time.



Jack Nelson

As stated above, the coin machine industry especially lends itself favorably to a National Week because of its far-reaching benefits and locations in front of the public eye every day. If NATIONAL COIN MACHINE WEEK would be promoted and managed in the right manner, I feel confident the benefits to be gained would be gratifying in tangible results. To expect the operator to handle the details of a plan of this kind would be expecting too much, because he is not equipped to do so, and the same goes for the distributor. Everything should be laid out in ABC style for simplicity to obtain the greatest effect. Making it easy for the operator as well as the distributor to cooperate in a NATIONAL COIN MACHINE WEEK would almost guarantee its success. NATIONAL COIN MACHINE WEEK would make it possible for the coin machine industry to secure millions of dollars' worth of favorable publicity, and I feel sure all of us who have been in the business any length of time realize the need for this kind of sales promotion. Through the means of newspaper publicity, as well as special cartoons of NATIONAL COIN MACHINE WEEK and cards, signs, placards, and other advertising material to be placed in the location and on the location's windows, public support to the industry can be secured.

Look what public support did for the candy manufacturers with their National Candy Week. Everybody knows there used to be a storng element of disapproval toward candy for general health reasons. I be-

lieve all of us realize that this has been eliminated almost entirely, and candy sales are greater today than they ever were before. Let's not forget that national problems such as Boy Scout Week, Fire Prevention Week, Be Kind to Animals Week and other promotions of this character are effective. So will NATIONAL COIN MACHINE WEEK be equally effective because coin machines are so beneficial and so necessary to business today. The effort behind such a campaign of this kind, however, is public support, acceptance, and developments of good will. The public would be naturally receptive to these promotions because of the fact that the coin machines play such an important part in their daily work and play.

Now is the time for the coin machine industry as a whole to rise up and establish public good will in a nationwide scope through a NATIONAL COIN MACHINE WEEK. The industry has developed into a major economic factor that is without question an important industry today. Some say progress has been rapid, but this is not true. The business has been growing for years, but the public has now realized its importance by patronizing coin machines wherever they can.

Now, I suppose some readers are saying: "Fine! A great plan! We should do something about it, BUT where is the financial assistance coming from to put the plan across?" Well, let me say that there are ways to finance the promotion, and if you are interested, I shall be glad to explain this phase of the plan further in another article. The time is ripe for national acceptance and public support that can be secured only by a united effort to gain this support through the public by the promotion of NATIONAL COIN MACHINE WEEK.

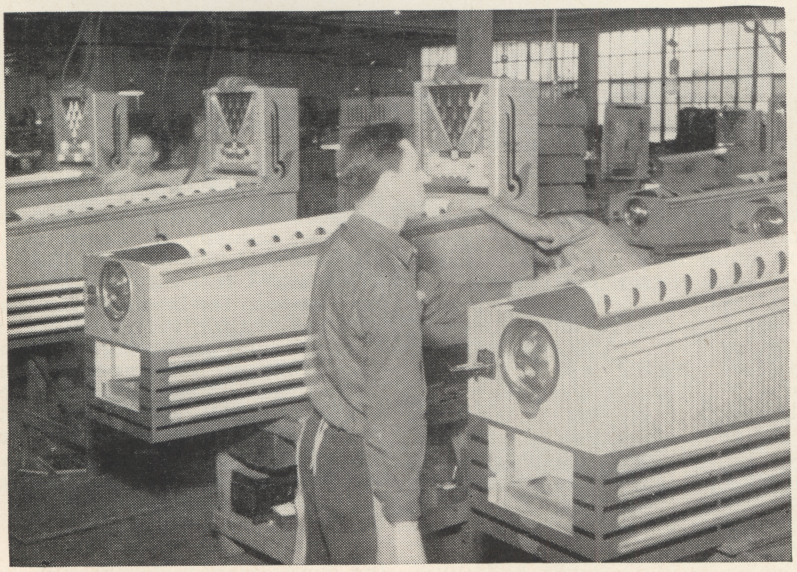
BOOST PRODUCTION OF BALLY ALLEY BOWLING GAME

"The carloads are coming!" exclaimed George Jenkins, Bally Mfg. Company sales manager, as the Bally factory swung into mass production of Bally Alley bowling games. "In fact, the carloads are already on their way—and more going out every day—to every section of the country. Of course the back-log of orders on hand is so big that it will be at least a month before we really catch up. But, by prorating shipments, we are taking care of everybody, so operators north, south, east and west can start getting those big Bally Alley bowling profits.

"The greater part of Bally's main factory has been turned into a gigantic machine geared to produce Bally Alley by the hundreds daily. Plans are being completed for day and night production, which will further increase our daily output.

"While we are now producing a huge volume of bowling games daily, 'mass production' is not quite the word to use, because each and every Bally Alley is built by a system which provides for a minute inspection at several different stages of assembly. The complete machine is then subjected to exhaustive tests to insure smooth operation.

"Speaking of bowling profits, we are now receiving reports which are truly amazing—particularly for a skill amusement game. For example, one Baltimore operator wrote that a Bally Alley in a prominent hotel actually earned $37.50 from noon to midnight. This is probably an exceptionally live spot, but the fact remains that we are getting dozens of reports of eight to ten dollars daily collections, many of them in locations which have never netted more than five dollars daily even with popular novelty tables. Bally Alley is proving a surprise to most of us, earnings far surpassing the most optimistic prophecies."



BALLY ALLEY final inspection line in Bally Mfg. Company factory, where output of bowling games is reported to be several hundred daily.

A man, somewhat under the influence of good fellowship, attempted to pass through a revolving door of a restaurant. Each time he entered he made a complete round and found himself in the street again. After several unsuccessful attempts, he sat down on the pavement to work things out. A moment later a young man walked rapidly up the street, and went in. The door went around and a young woman came out. The inebriate was puzzled.

"What gets me," he remarked, "is what the heck he did with his clothes!"

Slippery ice—very thin;
Pretty girl—tumbled in;
Saw a fella—on the bank;
Gave a shriek—then she sank;
Boy on hand—heard her shout;
Jumped right in—pulled her out;
Now he's hers—very nice;
But she had—to break the ice.

Please mention Automatic World when answering advertisers.

at the show booth 224
SEE THE MANY EXCLUSIVE PROFESSIONAL FEATURES
of KING JR. $3.95

Handles All Nuts, Breath Pellets, Peanuts, Candy, Charms, Ball Gum, etc.
"KING JR." is without question the best buy in the industry. Order YOURS today from your jobber or

Automatic Games
2425 Fullerton Ave.,
CHICAGO, ILL.

BALLY HAS ENTIRE FLOOR AT THE SHERMAN HOTEL

Bally Mfg. Company will occupy the entire 17th floor of the Sherman Hotel during the 1940 Coin Machine Show, January 15-18, according to announcement released by George Jenkins, Bally sales manager.

"Due to the tremendous interest in our Bally Alley bowling game," Jenkins explained, "the greater part of our display space—Booths 19, 20, 21, 22, 47, 48 in the Main Exhibition Hall—will be utilized in showing Bally Alley, our Bull's Eye ray-gun target game, and other skill-amusement machines, together with the Bally Beverage Vender. Automatic equipment will be shown in various rooms on the 17th floor, where we will also have duplicate displays of machines on the Exhibition Floor. The Bally Open House Rooms will also be on the 17th floor. This will be the mecca of countless operators and distributors who regard Bally hospitality as the high-point of the Show. However, I want to emphasize that the 17th floor is important for reasons of business as well as jollification. Many of Bally's greatest offerings for the new year will be on display only on the 17th floor. Operators, jobbers and distributors should bear this thought in mind: You miss half the Show if you miss the 17th floor!"

REVIVAL FOR DAVAL COUNTER GAMES IS PREDICED IN 1940

Chicago—Leading distribs throughout the country reported to the Daval Company, Inc., 2043 Carroll Avenue, this city, that they were making a special presentation of this firm's new counter games due to their belief that these machines would see a great revival in 1940.

Such outstanding firms as the Vending Machine Company of Fayetteville, N. C., where Joe Calcutt reported, "Jiffy, Ex-Ray token payout and Penny Pack are three counter machines that will continue to lead the field in this business."

Bill Marmer of Sicking, Inc., Cincinnati, Ohio, also reported that the Daval counter games would be a leading feature of his firm.

The Hub Enterprises of Baltimore, Md.; Ted Bush of Acme Novelty Co., Minneapolis; J. J. Michael of Western Distributors, Inc., Seattle; Sam London of Milwaukee Coin Machine Co., Milwaukee; Wm. Cohen of Silent Sales Co., Minneapolis; Morrie and Eddie Ginsberg of Atlas Novelty Co., Chicago; I. H. Rothstein of Banner Specialty Co., Philadelphia; and many, many others have written in to Al S. Douglis and Dave Helfenbein of the Daval Co., Inc., that 1940 would see "A greater revival of your famous counter games than any other year in history because of the fact that the sales taxes now current everywhere in the county have tremendously increased the small change in the purchaser's pockets and this means that they welcome an outlet for using these small coins.

"Daval has always led the counter game field and with this small coin condition existing, plus the fact that we know the games you produce are always sure-fire for profits, we feel that the operators will make use of the counter games more than ever during 1940."

Al S. Douglis, who has been making some speedy trips to discuss the type of counter games most in demand by the trade, and showing the features of Jiffy and Ex-Ray token payout, reported, "Everywhere there is an increased demand for our counter games. We feel particularly happy in the knowledge that the industry always considers the machines we build the finest in the counter game field."

The Daval Company will launch their first announcements of their products at the coin show where they will have an elaborate display.

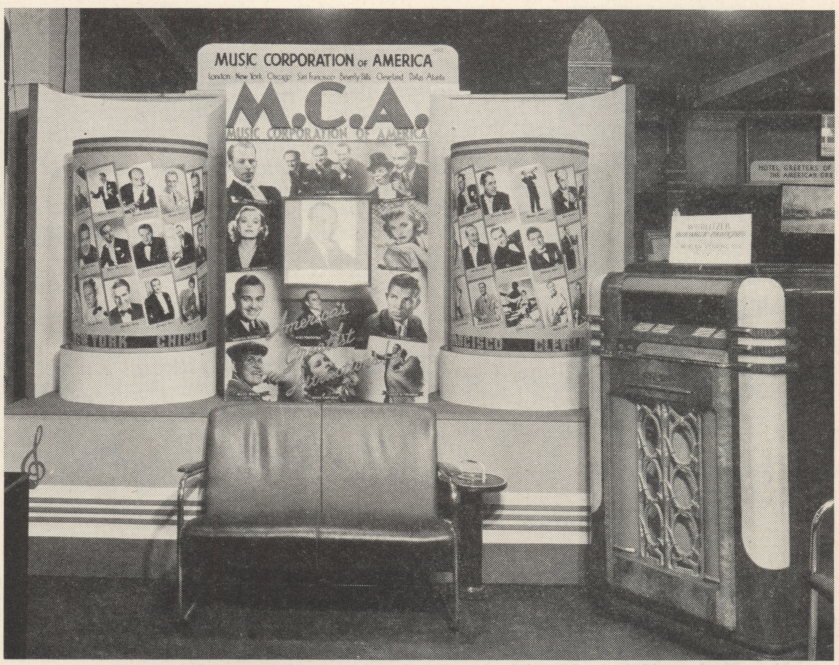
Please mention Automatic World when writing advertisers.

SAN FRANCISCO TO LICENSE SKILL GAMES

Coin operated pin ball games without automatic pay-off devices, claw machines and phonographs, of which there are 5019 listed ones operating in San Francisco, according to a survey, are to be licensed, according to plans now maturing. These devices have all been classifield, and have been permitted to operate, as "games of skill," the pay off being "extra games," which when indicated by the machine, are usually automatically set to complete the operation of the machine with the use of additional coins. In the claw machines, the operators buy back any article withdrawn by the customer. All machines are operated with 5-cent coins.

Under orders of Police Chief Quinn, patrolmen listed all machines found in operation, the same to be used for a basis of a new revenue schedule to be worked out. A new tax of some type, permitting operation of the machines, will be made, according to Controller Harold Boyd, whose office is using the report for the proposed ruling to be submitted for approval. Of the more than 5000 machines, 3252 are pin games, 199 are claw or "diggers" devices, 1351 are nickel phonographs and 207 are miscellaneous nickel machines.

Recognition of the coin operated machines as now operated as legal and subject to taxation and regulation, with the proposed regulatory bill in the offing is considered a victory for the operating concerns in the face of the fact that a concerted action is being pushed against gambling and other forms of vice.



M. C. A. PICKS WURLITZER FOR DISPLAY

When the Music Corporation of America opened its display at the recent National Hotel Exhibit at Grand Central Palace in New York City, one of its chief centers of interest was the beautiful Wurlitzer used as part of the exhibit. The Modern Vending Company, Wurlitzer distributor in Manhattan, placed the phonograph for M.C.A. in its booth. This was the only automatic phonograph shown in the Music Corporation exhibit.

DECCA RECORD HITS FOR YOUR PHONOS

Dance and Vocal

2920—She Had to Go and Lose It at the Astor
"Ma" (He's Making Eyes at Me)
Dick Robertson and His Orchestra

2921—The Hot Gavotte
The Hoiriger Schottische
Paul Whiteman's 4 Modernaires

817—Your Feet's Too Big
'Tain't Nobody's Business If I Do
The Ink Spots

2915—I Don't Stand a Ghost of a Chance With You
Big Jim Blues
Andy Kirk & His Clouds of Joy

2836—It's a Wonderful World
Honestly
Jan Savitt & His Orch.

2840—Oh Johnny, Oh Johnny, Oh!
South American Way
Andrews Sisters with Vic Shoen & His Orchestra

2834—Bluebirds in the Moonlight
It's a Hap-Hap-Happy Day
Guy Lombardo & His Royal Canadians

2812—Last Night
I Thought About You
Bob Crosby & His Orch.

2494—El Rancho Grande
Ida Sweet as Apple Cider
Bing Crosby assisted by the Foursome

2813—I Didn't Know What Time It Was
Love Never Went to College
Jimmy Dorsey & His Orch.

Hillbilly

5766—Why Do You Treat Me Like the Dirt Under Your Feet?
Walls of White
Jimmie Davis with Chas. Mitchell & His Texans

5757—I Wish I'd Never Met You
Action Speaks Louder Than Words
Buddy Jones

5760—No Matter What They Say
Shoutin' in the Amen Corner
Shelton Brothers

5738—Won't You Come Back to Me
Alabama Jubilee
Rice Brothers' Gang

5250—I Love You Nellie
If You Call That Gone, Good Bye
Rex Griffin

Race

7676—Love Bug Blues
Rolling Chair
Peetie Wheatstraw

7675—Honeysuckle Rose
But I'll Be Back
Louis Jordan & His Tympany Five

7672—'Tain't Nobody's Fault But Yours
I'm Doing What My Heart Says Do
Georgia White

7678—Let's Get Together
Cherry Ball
Johnnie Temple

7660—Streamline Blues
Evil Bad Woman
Johnnie Temple

PLATTERS THAT ARE GETTING THE MONEY

Columbia Red Label Records

35228 Oh Johnny, Oh Johnny, Oh!
How many Times
Orrin Tucker and His Orchestra

35241—Scatter-Brain
One Sweet Letter From You
Benny Goodman & Orch.

35253 South of the Border
Baby, What Else Can I Do
Horace Heidt and His Musical Knights

35254—Rose Room
Flying Home
Benny Goodman Sextet

35295—The Little Red Fox
Fit To Be Tied
Kay Kyser and Orchestra

35301 Let's Dance (Theme Song)
Boy Meets Horn
Benny Goodman & Orch.

35302 All the Things You Are
All in Fun
Eddy Duchin & Orch.

35307 Chatterbox
This Changing World
Kay Kyser & Orch.

35310 Grievin'
Tootin' Through the Roof
Duke Ellington & Orch.

35316 Ciribiribin (Theme Song)
Avalon
Harry James & Orch.

35328 Pinch Me
Would Ja Mind?
Orrin Tucker & Orch.

Vocalion Records

5199 The Man That Comes Around
Honestly
Tommy Tucker & Orch.

5235—Careless
I Only Want a Buddy Not a Sweetheart
Dick Jurgens & Orch.

5074 Lilacs in the Rain
If I Knew Then
Dick Jurgens & Orch.

5207 Think of Me Little Daddy
Belgium Stomp
Jimmie Lunceford & Orchestra

5228—Prosperity Special
If I Could Bring Back My Buddy
Bob Wills and His Texas Playboys

5244—Old Age Pension Check
Haven of Dreams
Roy Acuff and His Smoky Mountain Boys

5120 Little Rubber Dolly
I'll Keep on Loving You
Light Crust Doughboys

5122—South of the Border
A Gold Mine in Your Heart
Gene Autry

5108—Little Rubber Dolly
All Over Nothing At All
Gene Sullivan and Wiley Parker

9219 El Barrolito (Mexican Beer Barrel)
El Mocho Lencho
Los Morenos

5259 My Last Goodbye to You
Just a Dream No. 2
Big Bill

4997 Cherry Red
Baby Look at You
Pete Johnson and His Boogie Woogie Boys

BALLY TO DISPLAY BIG LINE AT SHOW

"With half a dozen hits in production—and orders enough to keep us in a frenzy for at least sixty days—a 'new line' is not Bally's major problem." Thus George Jenkins, Bally Mfg. Company sales manager, replied to the question of an Automatic World reporter seeking information about Bally's plans for the 1940 Coin Machine Show at the Sherman Hotel, January 15, 16, 17, 18, 1940.

"Bally Alley," Jenkins continued, "is unquestionably destined to be the outstanding machine of the Show. We are stepping up production daily, and by Show time several thousand Bally Alley machines will be on location in every section of the country. Operators will know definitely that genuine bowling thrills are as productive of profit as the fastest marble game ever built.

"Next in favor, I predict, will be our Bull's Eye ray-gun target game. Although already in production, Bull's Eye will be one of the most talked about games at the Show. For free play operators, we have our Gold Cup, multiple free play game, available in table or console style, which can be operated as a one-shot or with any number of balls, up to five. Payout operators have their choice of Gold Medal, bumper style, and Grand National, pins-and-pockets style, together with our Royal Flush 5-reel poker payout console. And finally, for counter spots, Bally Baby and the Wampum token payout game with ball gum vender. All games I've mentioned are in full production now; but, judging by the way they continue in demand, they will all be in the front ranks at the Show."

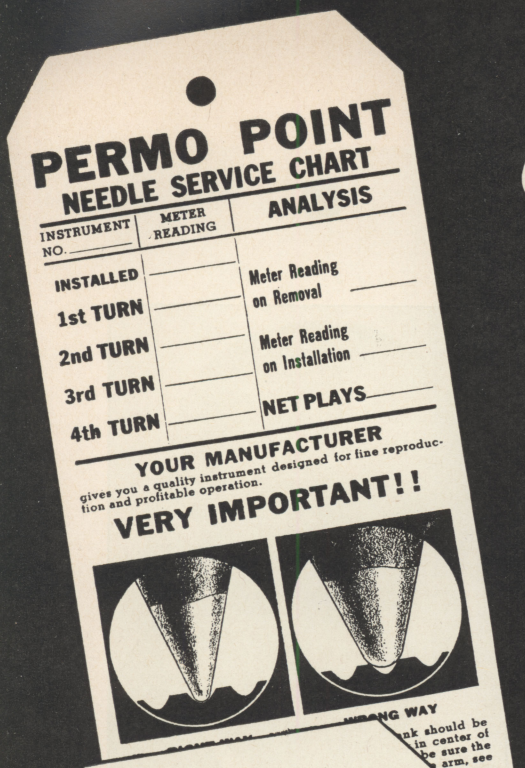
SOUR DOUGHS ENJOY ROCK-OLA PHONOGRAPHS

Seattle, Wash.—Due to the initiative and good salesmanship of Ron Pepple, Rock-Ola Distributor and Sales Manager for Northwest Sales Company of Seattle, Washington, Rock-Ola phonographs have found a warm spot in cold Alaska.

"Even the Eskimos and Sour Doughs demand their music these days," says Pepple. "After weary months of prospecting and trapping, these men of our Northern Frontier crave amusement. And they spend their money where entertainment ranks best. Of course that means a spot with the colorful Luxury Lightup phonograph.

"Another fertile field for operators is the large number of combination passengers and cargo boats plying up and down the coast. A little music goes a long way on these vessels toward keeping both crew and passengers in a cheery mood. And so far as favorite numbers go, taste is pretty much the same here as in more civilized or metropolitan centers of the States.

"We've had big success with Luxury Lightup Models because of the bright, colorful appearance and clear, strong tone.



400 PLAYS
2000 PLAYS
IT PAYS TO reverse position of elliptical point in pick-up, giving needle one-half turn every 300 to 400 plays thus maintaining tone quality and record life, see diagrams above.
IT PAYS TO
keep records free from dust, grit, etc., assuring better tone, record and needle life.
DO NOT sacrifice TONE and NICKELS in the cash box by overusing the needle. Eliminate false economy and service calls by replacing with new PERMO POINT Needle after 2000-2500 plays. At operators' prices each needle gives 65-70 plays per penny cost.
WORN OUT
PERMO PRODUCTS CORPORATION
6415 RAVENSWOOD AVE. CHICAGO, ILL.
Printed in the U. S. A.

Free!

FROM PERMO POINT TO YOU!

A Needle Service Chart for every one of your Phonographs!

PERMO POINT is glad to do its part to help music operators secure the best possible service from their PERMO POINT Needles. Visit Suite 1014, Hotel Sherman, during the convention. You will receive FREE, a PERMO POINT NEEDLE SERVICE CHART—one for each of your phonographs.

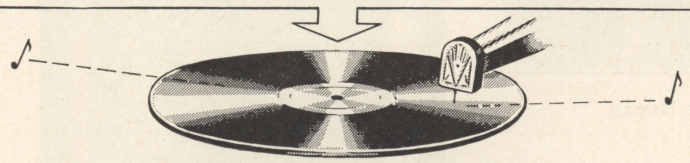
Tone Quality and dependable needle service are very important to profitable operating. The PERMO POINT NEEDLE SERVICE CHARTS will be a real help to you in keeping your instruments at peak performance in tone quality and revenue. After all, it's nickels in the cash box that count. The better you maintain the tone quality and service of your phonographs, the more play your phonographs will receive. Then too, with an investment of several hundred dollars per phonograph, it pays to take full advantage of the tone quality made possible by your phonograph manufacturer, who recommends PERMO POINT Needles. Worn out needles, needles incorrectly used, or inferior needles are a liability to your music business. Proper use of your PERMO POINT Needles is a REAL ASSET to profitable operating. By their use you are assured of maintained tone quality and dependable needle service.

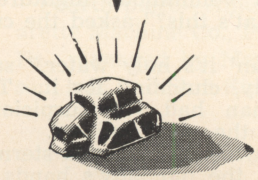
Interesting to all music operators will be the sound demonstrations presented regularly in Suite 1014. They will illustrate the importance of needle performance to tone quality. Be sure to call!

Accept Only genuine PERMO POINT Needles from your bonafide distributor. They are the Only needles recommended by every phonograph manufacturer. Only PERMO POINT offers you twelve years of proven performance backed by nineteen years of metallurgical research.

Suite 1014—Booth No. 256

THE PERFECT COMBINATION
FOUND ONLY IN PERMO POINT NEEDLES





PERMO METAL *and the Patented* ELLIPTICAL POINT

PERMO POINT

PERMO PRODUCTS CORPORATION

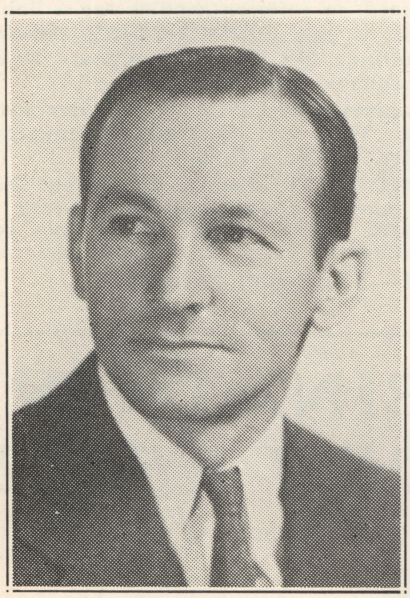
Manufacturing Metallurgists 6415 RAVENSWOOD AVE., CHICAGO, ILLINOIS

• DALLAS •

GOING TO TOWN WITH BUCKLEY WALL BOXES

Dallas, Texas—Those two hustling, bustling business executives and leaders in the coin machine industry in the great Southwest, Collis Irby and Hubert Bryan, owners and managers of the Walbox Sales Company, 602 North St. Paul, Cotton Exchange

Collis Irby



Hubert Bryan

Building, this city, are really going to town with the Buckley Music Wall Box Installations.

Taking over the distributorship a few months ago, these two alert coinmen have stepped out and convinced music operators just what the Buckley installation will do toward increasing their bank account. At every turn one encounters a Buckley installation set up by the Walbox Sales Company. And it is reported that each job is performing perfectly and making money for the operator.

Mr. Irby says that his firm has extensive plans under consideration for 1940 and that they expect to experience a big year's business with the Buckley product. Irby will attend the coming coin machine show and upon his return to Texas, will swing into real action for the 1940 program.

John Backman, well known coinman and business executive of the Southwest, has joined the Walbox organization and will travel the territory, keeping sales at a high pitch and helping operators of music to make more money from their phonograph equipment.

Overheard at the meeting of newly-elected officials of the City Council: "Let us," said one of the aldermen, "put our heads together and make a concrete road."

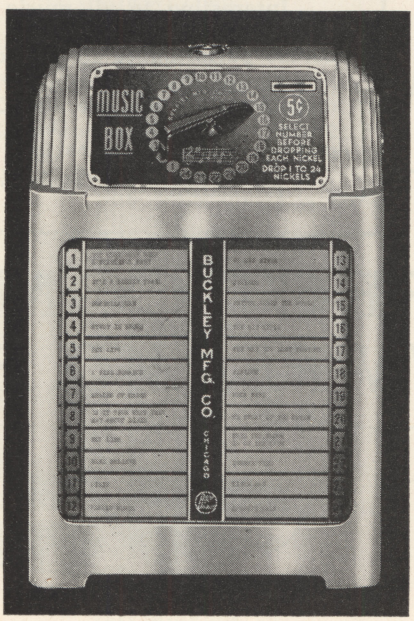
Grandma: "Is your fur coat laid away among naphtha balls to keep the moths away?"

Granddaughter: "No, it's behind three gilt balls to keep the wolf away."

MAKE MORE MONEY

WITH

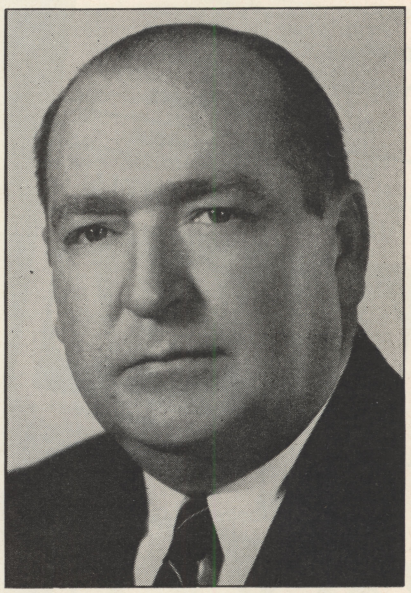
Buckley Music Systems



WALBOX SALES CO.

602 N. ST. PAUL ST.,

DALLAS, TEXAS



Earl Reynolds, one of the most widely known coin machine distributors of the Southwest and head of the Earl Reynolds Distributors, 4116 Live Oak Street, Dallas. For more than ten years he has been helping operators make more money with their equipment. Earl will visit the big show in January.

BACKMAN JOINS WALBOX SALES CO.

Dallas, Texas—That well known and well loved genial coinman, John Backman, has joined the Walbox Sales Company of this city, distributors of the well known Buckley Music Wall Boxes. Backman will travel the territory for his organization and will have headquarters at the Walbox address, 602 North St. Paul, Cotton Exchange Building.

John Backman has hundreds of friends in the music operating business and it will be his interest to help them make more money with their phonograph operating. It will be to the interest of every music operator in the Southwest to contact him and learn more about the famous Buckley Wall Box Installation.

She was an old Irishwoman on her way back to Dublin from the North. The customs man fished out a bottle from its temporary sanctuary in a voluminous nightdress.

"And what's this?" asked the customs man.

"Shure, an' it's holy water," said the old lady, clutching for it. The customs man had his suspicions; pulled out the cork; sniffed.

"This is whiskey," he said sternly.

Up went the old lady's hands in amazement.

"Glory be! A miracle!"

FIRST PLACE WINNER

First place winner in the recent Northwestern Sales Contest conducted by the Northwestern Corp., Morris, Ill. Left, the offices of Folsom & Brown, Dallas, first place winners. Left to right, Marjorie Everett, secretary; Jack Folsom; Emma Hazelwood, secretary; Fisher Brown; A. J. Barreras, auditor.

SECOND PLACE WINNER

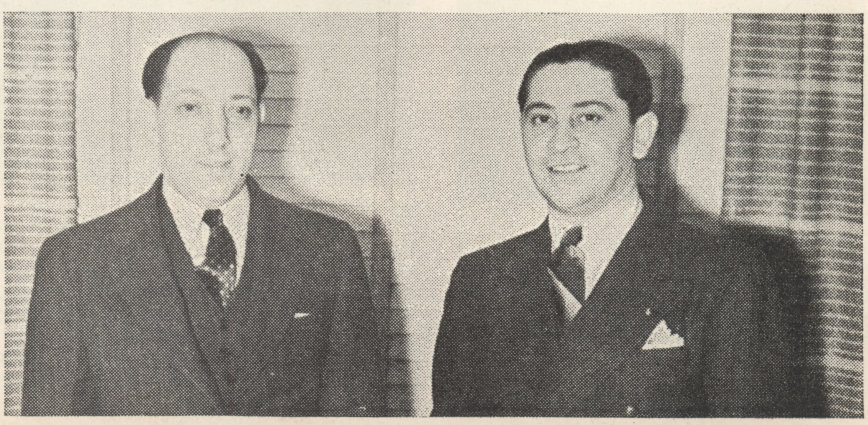
Second place—Automatic Sales Company, Des Moines, Iowa, shown in a recent photograph. Reading from left to right, Harry Miller, Jack Levensky, W. E. Bolen, Dave Miller.

THIRD PLACE WINNER

Third place — Northwestern Sales & Service Co., Brooklyn, N. Y. Moe Mandell, proprietor, is shown at left, mechanic, and Kitty McTiernan, secretary.

FOURTH PLACE WINNER

Fourth place—American Cigarette Machine Co., Pittsburgh, Pa., managed by Meyer Abelson, left, and Sam Strahl, right.



R. S. BLEEKMAN

WURLITZER FACTORY REPRESENTATIVE

Wishes to thank Southwest music operators for their grand reception given him upon his return to the South and WISHES THEM ALL LOTS OF

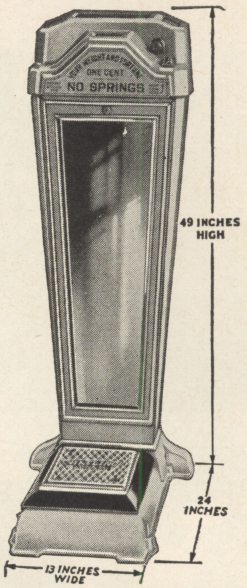
SUCCESS AND HAPPINESS DURING 1940

Bob says that it can be done with the new Wurlitzer Models.

R. S. BLEEKMAN

DALLAS, TEXAS

$10 Down, Balance Monthly



A life-time income on a route of Watling Scales. Steady money earners year in and year out.

C. W. PERCY

Factory Distributor
Greenway Lane, Preston Hollow
Phone 5-84770
DALLAS, TEXAS

C. W. PERCY

C. W. Percy is the head of the C. W. Percy Novelty Co., of Dallas. He operates and sells from his attractive home located in one of Dallas' restricted residential sections, Greenway Lane, Preston Hollow. Operates scales and music and sells the famous Watling Springless Scale.

C. W. has been operating since 1927, as he states himself, "back in the days before we had the 50 percent commission business and we made real money in those days." He said that very few operators paid over 25 percent to the location and they were glad to get that.

Percy now operates 500 scales and expects to add 500 more to his string. He is well known throughout the state and at one time was a member of the Texas Rangers. He will visit the coming coin machine show. In fact he seldom misses a show.

C. W. Percy, taken 20 years ago

As the birdies well know, many a love nest is built on no stronger foundation than a cute little limb.

The above photo shows the personnel of the Dallas, Texas, Decca Record Branch where music operators in the North Texas area secure real money-making platters. The personnel consists of R. E. Alexander, General Branch Manager, Leroy Alexander, Calvin Latimer, Carma Nagle, Mary Matosoff, Alfred Durham, office help, J. W. McCarter and Dick Beardsley, sales representatives, Fred Williams (colored), and Theodore Lott (colored). Music operators are invited to make the Decca office their headquarters when in Dallas. They have plenty of parking space in their new home at 508 Park Avenue.

SNOOPING AROUND WITH ED BROWN

SOUTHWEST NOTES

Bennie McDonald and Willard White, Fort Worth, are advising their friends that they are dissolving their partnership which was known to the trade as the Star Coin Machine Company. A writeup on their partnership appeared in the December issue of the Automatic World.

McDonald will continue at the present address, 1500 W. 25th Street, Fort Worth, from where he will operate his music, Ten Strikes, etc., with the help of Floyd Adams, Dave Tomlin, and Harvey Stewart. Miss Captola Gibson will take care of the office.

Willard White will move his part of the business to a new address, where Jack Tatum will concentrate on the operation of the new National Cigarette Vendors which will be an important part of their future organization.

* * *

The L & L Cigar and Candy Co. are now occupying their new store at 2021 Twenty-third Street, which is within sight of the seawall at Galveston. Lewis Jacobson and his attractive and capable wife are super-enthusiastic about their cigarette machine operation. This young couple is bound to become a factor in their line of work in the future.

* * *

Jack Stanley, owner of the Port City Amusement Company, Houston, and always a progressive op, has leaped ahead again. Now it is the "Houston Record Shop," 1010 West Gray Street, Houston, Texas. He will merchandise both used and new records. A full line of pickups and radio attachments are carried.

Mr. Stanley's old line is music and cigarettes, both of which keep the nickels steadily rolling in.

* * *

Sam F. Lampasas of Houston was in Dallas last week purchasing new equipment. Sam and his brother are associated together and are having considerable success in building a substantial operating business.

* * *

L. A. Muse, Clarendon, Texas, is another progressive op who is also making a big success of combining music and cigarettes. Mr. Muse is ably assisted by Mrs. Muse.

* * *

And here is what a rank amateur in music thinks about wall boxes. For years the overhead on music has gradually increased and wall boxes are the first step ever to be taken toward getting more money for each hour that the phonograph sets on the merchant's floor. And wall boxes don't "steal" nickels as some operators are apt to say. Think about it this way: If we get on a bus, another passenger gets on at the next stop, we do not ask for our fare to be refunded. Again if we are listening to the music in a movie and other customers come in and sit across the aisle, we do not ask that the price of admission be returned. In other words, it is the movie houses' privilege to sell as many admissions as possible for any one showing. And it is your privilege as a music operator to sell any one recording for as many nickels as you can get.

* * *

Away out in El Paso they have two cigarette operators, Mr. Leonard Furr and Mr. Frank Bunts. They are doing a fine job along the Mexican border.

* * *

Mr. P. J. Carver announces that he has incorporated his cigarette operation and moves his offices to a new address in Houston, Texas. He looks forward to a very fine business in 1940 and believes that the coin machine has a most brilliant future.

ELECTRO BALL STAGES PREVIEW SHOWING OF NEW 1940 SEEBURG PHONOS

On Thursday, December 28, the Electro Ball Company, Inc., of Dallas, staged a preview showing of the 1940 Seeburg phonographs and Seeburg Wall-O-Matic music wall boxes. Some 300 music operators and their wives attended and enjoyed a swell luncheon at 1 p.m. and dinner, dance and floor show at night. The affair was held at the beautiful Dallas night spot, Plantation Palm Club.

Mr. Arthur Hughes was Master of Ceremonies and C. T. McKelvey, of the Seeburg Corporation demonstrated the Seeburg products. At the 1 o'clock luncheon the following were at the speakers' table: Jack C. Swain and Beale H. Richardson of the Dallas Journal, O. D. Hunter, S. H. Lynch, Arthur Hughes and Ed Furlow of Electro Ball Company, Ed Stern and C. T. McKelvey the J. P. Seeburg Corporation, Earl Reynolds, John Backman, Joe Laudwein, owner and manager of Plantation Palm Club and Tom Murray of Automatic World.

The new phonograph models shown were the Commodore, Cadet and Concert Master. The Cadet is the small number and the Concert Master the largest model. All three numbers are attractive machines with an additional speaker in the top of cabinet. Their regular wall box has been made smaller and they also showed and announced their newest wall box creation "The Hit Parade," a small midget wall box offering five hit tunes. The new phonograph models contain even more lighting than any previous numbers. One model has the base attractively lighted. The entire line was heartily received by all operators present. Deliveries on the new models will start in January.

* * *

Side Glances at the Electro Ball Preview

Herbert T. Rippa, well known Dallas music op was in early and stayed late. . . . San Antonio was well represented by Operator French, Mr. and Mrs. Dick Warncke, Mr. and Mrs. H. W. Thompson and others. . . . A swell fellow is Mr. Brewer, mechanical engineer for Electro Ball, and did he and Mrs. Brewer receive a nice Christmas present? . . . Operator Shelby and Guy Kincannon brought greetings from Waco, and Dad Johnson, Mr. Stanley, Clayton Senter, Mrs. Ruth, Leslie Frankrich and Mr. and Mrs. Jack Maloney represented Fort Worth. . . . Lou Young, Oklahoma's leading lady music operator and owner of that famous amusement resort "Medicine Park" was all smiles and enjoyed the day. . . Carl Jackson, dapper op of Seminole, Okla., arrived early and was interested in the eats. . . . A loveable fellow, Ben Hutchins, Oklahoma operator, was always smiling. . . . What would any music machine gathering be without W. H. (Pop) Newell of Wichita Falls? . . . Those record boys, Mr. Barber of Varsity and Royale, Mr. Alexander of Decca and Don Law of Brunswick and several others were busy talking about late hits. . . . Mr. and Mrs. Oscar Branch of Automatic World, two clever dancers enjoyed the dinner and dance. . . . The Daniels' from Paris, Texas, never miss a nice gathering like this one. . . . That cute little Electro Ball girl trying hard to secure names of all visitors and Edd Furlow, still smiling and greeting operators and their wives. . . . S. H. Lynch, as usual he refrained from making a speech. S. H. is, without question, our beloved coinman of the great Southwest. . . . When Seeburg secured the services of Mr. McKelvey they grabbed themselves an orator. . . . That happy-go-lucky music op from Stephenville Jones is the name, just one of the Jones boys. . . . Dennard and Williams from the pine woods of East Texas and Mrs. Dennard as pretty as ever. . . . That dapper well dressed youngster from Denton, Joe Akers, enjoyed the party plenty. . . . Wish we could recall everyone but our memory fails us—but it was a great party and a profitable one.

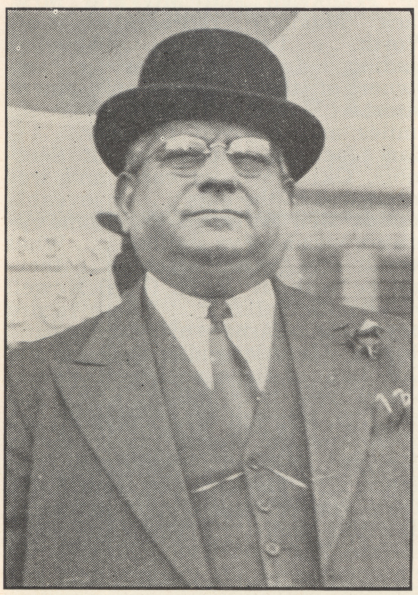
AUCTION
PACES RACES
AT YOUR OWN PRICE
CHAS. PITTLE
NEW BEDFORD, MASS.

NEW ORLEANS

JULIUS PACE

Julius Pace, president of the New Orleans Coin Machine Company, distributors of Bally, Gottlieb, Keeney, Chico, Mills bells, Bally consoles and other nationally-advertised lines of coin-operated devices, is also genial head of the Coin Vending Machine Operators' Association of the Crescent City. Napoleonic in stature, Prexy Pace possesses all of the energy of the Little Corporal.

Handling thousands of machines annually as one of the South's biggest distributors in the South's biggest city, Prexy Pace still finds plenty of time to staunchly guide the destinies of the New Orleans ops. Every day he walks over a wide circle in downtown New Orleans looking how his fellow ops run their business, if no laws are being infringed and to make wise suggestions to them for betterment of the business.



JULIUS PACE

A pioneer in the coin machine, Prexy Pace is affectionately known as the Kingfish of New Orleans ops and in reality he is just that. No one doubts his wisdom of the business and his instructions to fellow members are never known to be disobeyed. He has one pet aversion and that is dirty machines. "No one likes to play a pin ball table which is full of dirt," he avers. "Too many operators refuse to realize that a pin game can be made to pay better dividends when it is treated with needed attention. Some machines I have seen have enough dirt in them to seed potatoes and operators of them have the nerve to say their business is bad."

Several years ago, New Orleans sent a very representative delegation to the annual Chicago show, all bedecked in the famous black derby show on the head of Prexy Pace in the above picture. It gave the Crescent City bunch a mark of distinction. The same black derbies are now being dusted off at the suggestion of the Kingfish and will be seen at the 1940 show.

* * *

PETER NASTASI

Peter Nastasi operates pin games and phonographs in New Orleans as head of the Automatic Amusement Company, 813 Poydras Street. This firm likewise was forced into larger quarters less than a month ago to take care of increasing business. Still a young man, "Pete" is one of the best known ops in New Orleans and has been an active coin machine business head for several years.

PETER NASTASI

"Dear Sir," writes a customer. "For nine years I was totally deaf and after using your Ear Salve for only ten days I heard from my brother in Nebraska."

DIXIE COIN MACHINE CO.

"YOU'RE THERE WITH A DIXIE GAME"

DISTRIBUTORS AND JOBBERS

. . . OF . . .

Bally	Mills	Gottlieb
Exhibit	Keeney	Stoner
Genco	Groetchen	Baker
Chicago Coin	Pace	Evans

COIN CONTROLLED GAMES

912 Poydras St. Tel. Raymond 3931

NEW ORLEANS, LA.

DECCA DISTRIBUTING CORPORATION

Probably one of the fastest growing distributing organizations in the South today is that of the Decca Distributing Corporation with Southern headquarters at 517 Canal Street in New Orleans. The boys and girls pictured are under management of R. N. McCormick, seated on extreme right, and make the personnel of the unit which controls operations by Decca in about a half dozen cities of the South and Southwest.

Founded slightly more than five years ago at a small office at 738 Poydras Street in New Orleans, this Southern district office of Decca has distributed more records in that period than any other recording dealer house in the South. The office is headquarters for the entire Dixie and controls operations of branches at Dallas, Atlanta, Memphis, and Houston. At all of these cities, the firm has recently been forced to expand to handle increasing sales of Decca discs.

THE NEW ORLEANS DECCA GANG

Standing, left to right, Audry Lee, Louis Alvarez, Beverly Hofmann, Adrian De Montluzin, Elva Hofmann, Bernard Vitrano, John Wyllie, Joseph Spadafora, E. J. Rice, office manager, and Cliff Couvillon. Seated, Mrs. A. Champion, Marion Qyllie, Olive Green and Mr. McCormick

LOUISIANA NEWS ITEMS

The Automatic Amusement Company has moved from 817 to 813 Poydras Street where Peter Nastasi, head of the firm, has found needed room to take care of increasing business. The new lease is effective January 1 and was the firm's way of starting a prospective good new year.

* * *

Recently acquiring distributorship in the state for Royale and Varsity records, the Peres Amusement Company reports a brisk demand for these discs. The firm is retailing and wholesaling these records and finds that coin phonograph operators are finding these brands very popular for their machines, according to Frank De Barros, sales manager for the firm.

* * *

Heard along the Bayous: Mrs. Mary Rodriguez, mother of Ed Rodriguez of the American Coin Machine Company, fully recovered from a serious operation in a New Orleans hospital. . . . Al Mendez, Southern district manager for R. Wurlitzer, reporting a heavy demand for these phonographs throughout Alabama, Tennessee, Mississippi, Arkansas and Louisiana. . . . The Dixie Coin Machine Company reporting a good demand for Gottlieb's Bowling Alley and Lite-O-Card; Exhibit Supply's Jumper; Bally's Alley and Bowler; Keeney's Super Charger and other well-known pins and for Bally's consoles. . . . Fred King of C & N Sales Company predicting a record year in 1940. . . . The One-Man Toy Fund, Mark Boasberg, giving 500 poor kids of Jefferson parish, adjoining New Orleans, a Christmas morning Santa Claus. Boasberg feeds them first with hotdogs and then passed out toys, candy and soda pop. He's been doing it every year for over a dozen Christmases. . . . Sharpest increase in cigarette sales in ten years reported by distributors of New Orleans. . . . Ed Rodriguez riding around in a new big red Packard. . . . Buster Clesi of the Great Southern Novelty Company recently designed, contracted for construction and saw completion of a big houseboat to meet his hunting and fishing needs.

* * *

LOUIS BOASBERG

Louis Boasberg and Mrs. Boasberg in front of their beautiful new home in exclusive Lake Vista on the shores of Lake Pontchartrain, New Orleans. Mr. Boasberg is head of one of the largest pin game operating firms in the entire South, the New Orleans Novelty Company, and is the son of one of the city's oldest operators, Mark Boasberg, known in turf circles from coast-to-coast as Jack Sheehan. The young Boasbergs recently became the parents of a beautiful baby boy.

Athletically built, Mr. Boasberg was a star on the great Tulane team of several years ago which played in the Rose Bowl game in Pasadena. He was a tackle on this greatest team the South ever turned out and is one of Tulane's biggest boosters of this year.

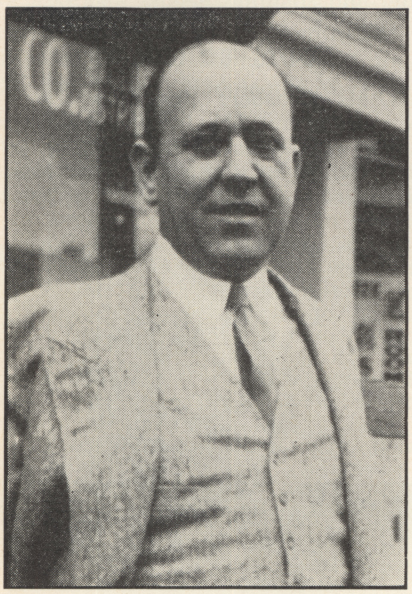
Mr. and Mrs. Louis Boasberg

The firm also operates the Sport Center, one of the South's finest equipped coin machine playlands on St. Charles Street in New Orleans. This center is managed by Mr. Boasberg's father.

The Boasbergs are going to see the 1940 show as usual. Louis Boasberg has not missed a show yet and often makes other trips to Chicago to keep his firm steadily equipped with new ideas of the big factories. No machine is kept in circulation too long and here is the real success of the New Orleans Novelty Company.

JULES H. PERES

Jules H. Peres, head of the distributing firm of J. H. Peres Amusement Company, 922 Poydras Street, New Orleans, Wurlitzer and U. S. Record Corporation distributors in that territory, is also secretary of the New Orleans Ops' Association. The firm operates one of the biggest lines of Wurlitzer phonographs in the South under subsidiary names



JULES H. PERES

of Star Amusement Company and Melody Music Company.

Jules Peres is one of the easiest going ops in the Pelican State and is one of the best known. Handling one of the nation's finest machines in the Wurlitzer phonograph, the Peres company has lived up to a fine reputation in the past year and set a new peak for sales of these machines. Due to this expansion in business and adding of distributorship recently of Royale and Varsity records, the firm was recently forced to move to this large display room and office site on Poydras Street, the Coin Operators' Row of New Orleans.

Associated with Mr. Peres in operation of his office is Mrs. Perez, herself one of the friendliest persons in the state. They are the parents of one daughter, recently married to a member of the New Orleans newspaper circle.

* * *

DAN COHEN

Dan Cohen, head of the Pleasure Music Company and the Crescent Cigarette Service, Inc., two of the state's largest music and cigarette operating firms, is another of those ops who contribute to the fine reputation of Orleanians' hospitality. He is another operator who had been forced during the past year to find larger quarters for his growing business. He operates several hundred phonographs in the southern part of the state in addition to approximately 250 Du Grenier cigarette

DAN COHEN

venders. His organization is one of the largest in the city.

A bachelor, Dan Cohen is one of the best dressed catches of Leap Year in Louisiana. A good spender, extremely friendly and the lover of sports, this six-foot plus op never misses an annual show and he is raring to go this month.

* * *

ANDY P. MONTE

Andy P. Monte, head of the A. M. Amusement Company, Inc., 1000 Poydras Street, New Orleans, just a few weeks ago moved into one of the largest and most attractive offices in that city. His business has grown by leaps and bounds in the past year, his success hinging around the tireless ambitions of this young op and his faith in steady purchases of new and better equipment.

Andy Monte already has his suitcase packed for the big show in Chicago and Mrs. Monte, a very pretty typical Southern beauty, is going with him to see that Andy is well fed with Good Southern cooking where it can be found in the Windy City. He operates Wurlitzer, Seeburg and Rock-Ola phonographs by the dozens.

Please mention Automatic World when writing advertisers.

DECCA'S GREAT OPERATOR BAND

Dick Robertson

And His Swing Band Do a Swell Job of the New Request Hit

"SHE HAD To Go And Lose It At The Astor"

Get Your Supply of This Year's DECCA HITS Now

Decca Record 2920

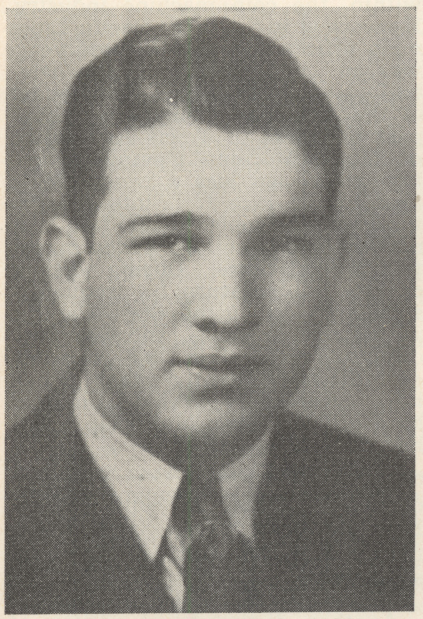
DECCA DIST. CORP.

NEW ORLEANS 517 Canal
DALLAS 508 Park Ave.
HOUSTON 1313 Dallas
MEMPHIS 632 Madison
ATLANTA 72 Central Ave.

ANDY P. MONTE

MELVIN MALLORY

Melvin Mallory, manager of the Louisiana Amusement Company, 822 Carondelet Street, New Orleans, is one of the Crescent City's youngest coinmen, yet wise in the business. His firm distributes the famous Rock-Ola Luxury Lightup Phonographs and other high-class coin-operated equipment.



MELVIN MALLORY

Melvin has piloted his firm through many successful campaigns and right now is making high sales records. As usual Mr. Mallory will be a visitor to the coming show. He seldom misses a convention.

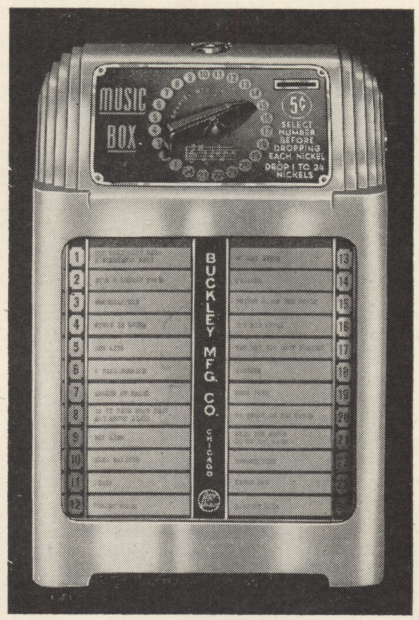
Hee: "A friend of mine named his child Carol because she was born on Christmas."

Haw: "She? I thought a carol was a hymn."

Can You Do It?

Nope . . . we never were and never will be sold on the idea of governmental control of business . . . but just suppose that each person who started in business for himself had to pass a state examination (like doctors, dentists, lawyers, opticians, pharmacists, etc.), before they would receive a license to start. It would eliminate a considerable industrial loss in America. And say . . . could you pass an examination right now on the technical and commercial end of your own line of work?

MAKE MORE MONEY
WITH
Buckley Music Systems



L. H. STIVERS
2215 CANAL ST.,
NEW ORLEANS, LA.

NORTHWESTERN CONTEST

When a bunch of live-wire distributors make up their minds to win a contest, it looks as though anything can happen. The Northwestern Corporation of Morris, Ill., sponsored a sales contest among their distributors during the months of October and November. Points were awarded for various achievements under an arrangement where everyone had an equal opportunity to share in the prizes.

With some 35 of the country's largest distributors participating, you can well imagine it was a battle royal from start to finish. The lead see-sawed back and forth among a dozen or more contestants as the deadline drew near, and only after a final checkup was it possible to determine the actual winner.

Folsom & Brown, 2206 South Harwood, Dallas, Texas, by virtue of a last minute avalanche of orders managed to squeeze past the Automatic Sales Company, 420 Court Avenue, Des Moines, Iowa, for first place. Following closely was the Northwestern Sales & Service Co., 589 Coney Island Avenue, Brooklyn, N. Y., who captured third place, with American Cigarette Machine Company, 1349 Fifth Avenue, Pittsburgh, Pa., in fourth. A number of others made a very creditable showing and were right up close to the winners at the end of the contest.

The volume of business that was done during this contest leaves little doubt as to the remarkable pick up in the bulk vending field. For the past few months operators have been reporting a tremendous increase in collections. New machines are being added in large quantities and the outlook for one of the best years the bulk vending industry has known is very promising for '40.

Jimmie was absent from school one day. The next morning he carried the following excuse to his teacher: "Please excuse Jimmie for being absent . . .he had a new baby brother. It was not his fault."

TOTALIZER NEW COUNTER GAME

ONLY $19.50

HERE IS THE MOST PROFITABLE COUNTER SKILL GAME EVER MADE! Test games have grossed over $25.00 weekly! TOTALIZER has "play appeal" features galore! The new mechanical totalizer adds the score of all skill shots. CHEATING IMPOSSIBLE. Score returns to "zero" if machine is tilted.

HANDSOME CABINET, COLORFUL PLAYING FIELD. Equipped with ABT 1c or 5c coin chute. Specify chute desires.

TAKE OUR TIP! Place your order NOW! Terms 1/3 deposit, balance C.O.D.

See Totalizer at the Coin Machine Show, Chicago, Booth 233

SCIENTIFIC GAMES CORP., 21 STEUBEN STREET BROOKLYN, N. Y.

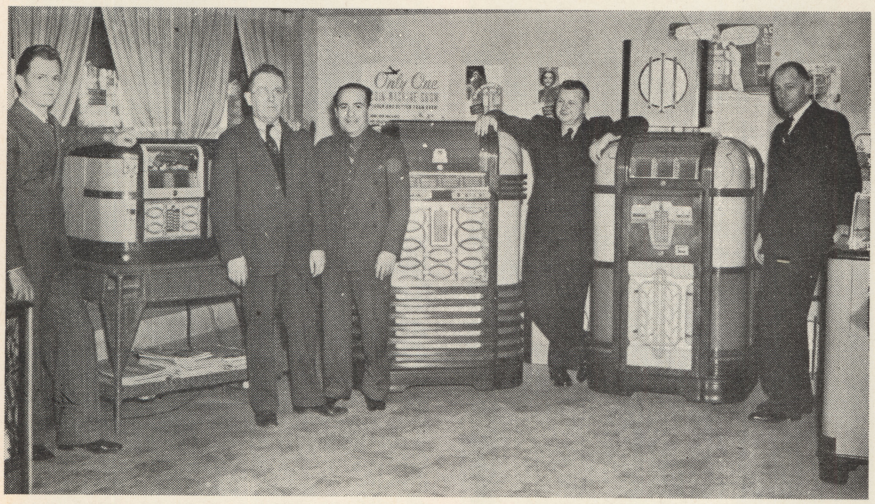
• HOUSTON •

STELLE & HORTON

Stelle & Horton, South Texas distributors for Rock-Ola phonographs, claim the distinction of Houston's first automatic phonograph distributors. This firm, located on South Louisiana Street, is also one of the city's coin machine landmarks and many visiting operators make it their headquarters while in this part of the country. A trade magazine once compared their large display room, furnished with plenty of comfortable chairs and lounges, to an old time trading post or country store. Here local and out of town operators gather and discuss sports, politics, women, taxation, and other important matters.

Besides phonographs, Stelle & Horton carry a complete line of coin operated devices. The stock includes leading brands of amusement games, vending machines, scales, etc. The new bowling game by Rock-Ola is their best seller at present in the strictly legal equipment line, according to Mr. Horton. The firm maintains a highly efficient service and repair department manned by a staff of specialized mechanics.

H. H. (Harold) Horton is manager of the concern with A. D. Sale as office manager and H. M. Crowe, traveling representative. Hans Von Reydt, with offices on South Main Street, is also connected with Stelle & Horton in the promotion of Rock-la phonograph sales.



One of the showrooms of Stelle & Horton, Houston. Those in the picture, left to right: Tom Williams, O. D. Sale, office manager, Duke Sarafino, H. M. Crowe, traveling representative, and H. H. (Harold) Horton, manager of the concern

SOUTH COAST AMUSEMENT CO. PIONEER DISTRIBUTING FIRM

● The South Coast Amusement Company, owned and managed by Harold W. Daily, is one of Houston's pioneer distributing firms. They handle all types of operating equipment, including Mills Phonographs; a complete line of amusement games, vending machines and scales. Ample storage facilities make for immediate deliveries; and a well equipped repair shop manned by skilled workmen insure used merchandise that is as good as the best.

South Coast Amusement was located in downtown M & M Building for several years. In September 1937 they moved to the present location at 305-9 East Eleventh Street; much larger quarters with convenient drivein features and plenty of parking space. The concrete floored parking space is directly in front of the building and will accommodate 25 cars. The building proper is fireproof and modern in every respect. A thirty by fifty foot display room extends across the entire front. On the left, in order, a front office, Daily's private office, then lockers, and washroom. On the right extending back from the showroom a workshop and storeroom covering several hundred square feet.

Harold Daily himself is well and favorably known, outside as well as within, the coin machine industry. He worked in Southern Pacific Lines main offices and during those years was an outstanding amateur baseball player. He is past Commander of the local American Legion Post, past president of Texas Association of Music Machine Operators; and two years ago was a candidate to beat in the race for State Legislature. His influence with State lawmakers has benefited Texas operators several times. During sessions of the Legislature he frequently spends weeks at the State Capitol, at his own expense, and has been directly responsible for stopping several tax measures that would have worked extreme financial hardship on Texas Music Operators had they been passed.

ENTERPRISING OPERATOR TIES UP WITH HOOSIER HOT SHOTS

Down in Danville, Illinois, there's a Rock-Ola operator who believes in hitching his business to a "star." The operator's name is George M. Potter and on this particular occason the Hoosier Hot Shots were the stars. Two weeks prior to their appearance in a WLS Barn Dance program at the Palace Theatre, Potter had a Rock-Ola DeLuxe Phonograph placed in the lobby. To build up interest in the event, he placed nothing but Hoosier Hot Shot records on this particular phonograph at the theatre. This Luxury Light-up Phonograph played the records 12,000 times.

Meanwhile, on his other Rock-Olas placed in and around Danville he prepared a sign:

Play Record No. 10
THE HOOSIER HOT SHOTS
Coming in Person
to
Palace Theatre

The response was terrific. People jammed every performance, to see and hear the Hot Shots in person. Their popularity recived a big boost.

But that wasn't all that received a boost. Potter's sales on Hoosier Hot Shot records totaled 3,000 that week. "It sure pays to hitch your business to a star; especially when there's four stars and they happen to be the Hoosier Hot Shots!"

HOUSTON NOTES

Houston.—On December 1 the Houston branch of Commercial Music Co., Wurlitzer distributor in South Texas, held an all-day open-house celebration at its new headquarters. The affair was well attended by operators in the territory. Congratulatory telegrams and flowers were also received from several Texas cities. Wurlitzer home office officials present included Mike Hammergren, general sales manager; R. S. Bleekman, district manager in Texas, and Leo Pasciak, factory service manager. The Houston office of Commercial Music Co. was opened November 15, with Paul P. Beardsley and Verdenia Harrison named manager and secretary, respectively.

* * *

Another distinguished visitor of December 1 was W. N. McCormick, of New Orleans, Decca official. McCormick made the local Decca office his headquarters. With Joe McConnell, R. S. Campbell, of Houston, and Bill Morris, San Antonio representative, he made plans to take care of increased holiday business.

"Yes, my daughtter's musical education was a profitable venture."

"Really?"

"Yes, I managed to buy the house on either side of my own for about half the real value."

Harold W. Daily, second from left, holding check in hands; delivering an order of Mills Phonographs. Insert: a closeup of Harold W. Daily, owner and manager of South Coast Amusement, Houston Distributor of Mills Phonographs

BULK VENDOR OPERATORS!

Write Today!

For Our NEW

Money Back

Guaranteed PLAN

Has Increased COLLECTIONS 200% to 2000%

BUREL & COMPANY

675-679 Orleans St.

CHICAGO, ILLINOIS

PERMO MAKES IMPORTANT ANNOUNCEMENT TO "OPS"

Chicago, Ill.—Two important announcements, of interest to all phonograph operators and recorded music lovers everywhere, were forthcoming from the offices of the Permo Products Corporation this week. One release announced that the Permo Products Corporation is going to give, absolutely free, to each and every phonograph operator, a Needle Service Chart for each and every one of his phonographs, at the Coin Machine Convention in the Sherman Hotel, here in Chicago. This chart enables phonograph operators to secure the best possible service from their PERMO POINT Needles. "After all," stated one official, "tone quality and dependable needle service are very important to profitable operating. This Permo Point Needle Chart will show every operator how to obtain peak performance from his needles . . . performance that means increased play of his phonographs on every one of his locations. Aside from this valuable free gift, Permo will also provide something of further interest to all phonograph operators, in its sound demonstrations which will be presented regularly in Suite 1014. They will illustrate the importance of needle performance to tone quality, and should prove both interesting and valuable, as well as educational.

The second announcement made by Permo is of interest to all lovers of recorded music. Permo, long the leader in the manufacture of needles for coin operated phonographs, now has something to offer for home record players and changers. The new developments pioneered and perfected by Permo include three new needles for recording, transcription and home reproduction.

"But how did the police spot you in your woman's disguise?"

"I passed a milliner's shop without looking in at the window."

"Did you really call this gentleman a fool?"

"I don't remember, but the more I look at him, the more likely it seems that I did."

The young bride placed the turkey carefully on the table for the Christmas dinner.

"This, my dear," she exclaimed, "is my first roast turkey."

Her husband looked with admiration.

"Marvelous, darling," he said. "And how wonderfully you've stuffed it!"

"Stuffed it?" she asked. "Why, dearest, this one wasn't hollow."

Houston Branch of Decca Distributing Corporation and employees. Left to right: Buster Ayo, salesman; Clarence Jones, shipping department; Earl Robinson, shipping clerk; R. S. Campbell, office manager; J. W. McConnell, branch manager. The branch has also specialized in a "one stop service for the operator" from the very beginning. The operator, after selecting his records from one of the most complete stocks in the Southwest, can then replinish his supply of tubes, needles, lamps, fuses, and other accessories without moving out of his tracks.

Oklahoma News

Oklahoma City, Tulsa and Enid are the leading coin machine hubs of this state with Muskogee easing up near the front. Oklahoma City, no doubt, boasts of more distributing and operating firms than any other city in the state. No less than six large distributing and operating firms are active in the city of oil wells. In addition to the many live-wire distributing firms, Oklahoma City is the headquarters of O. F. Kramer, Wurlitzer Factory Representative.

* * *

Tulsa comes in and boasts of a number of leading coin machine distributors and jobbers as well as a nice bunch of operators. Tulsa is the home of that pioneer operating and distributing firm, the Dean Novelty Company, headed by T. J. Dean. Several outstanding coin-operated machines have been manufactured in Tulsa.

* * *

Enid is the home of that well-known firm, the Enid Mint Company, and other jobbing and operating concerns. A number of live-wire operators hold out at Enid.

* * *

In Muskogee you meet leading coin machine firms like Midwest Novelty Sales Company and O. M. Distributing Company, and a swell gang of operators. Among other leading coin machine centers are Ada, Okmulgee, Seminole, Bartlesville, Norman, Guthrie, Durant, Bristow, Ponca City, Altus, Duncan, Lawton, Clinton, Chickasha, Shawnee, Pawhuska, Ardmore and Holdenville.

* * *

Miss Lou Young, music operator of the Lawton territory and owner of Medicine Park, famous Oklahoma amusement resort, is attending the show. She says that there will certainly be some swell fishing at Medicine Park this summer.

* * *

C. J. (Cap) Nelson is still busy operating in the Guthrie section as well as Tom J. Walker, also of Guthrie.

* * *

Since moving to Durant, Joe Todd has been active with his string of equipment.

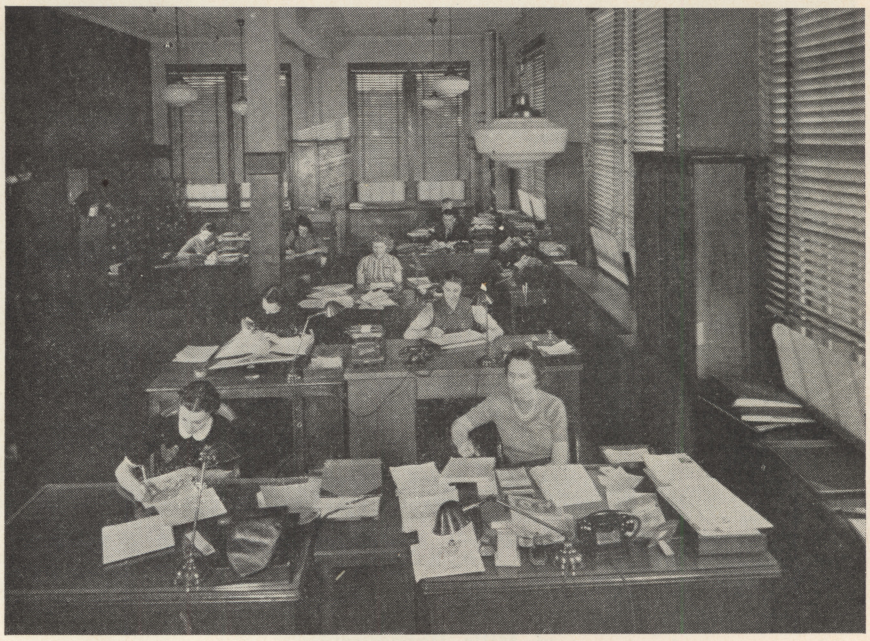
* * *

L. W. Ashbrook, well-known op, is keeping the soldiers playing machines at Fort Sill and around the Lawton territory.

* * *

Speaking of other Oklahoma operators, down in Ada it is Bee Price Debs Sullivan hangs his hat in Chickasha and J. S. Street keeps 'em moving at Pond Creek. In Seminole it is Western Novelty Co., presided over by Carl Jackson, in Okmulgee it is S. F. Welsh, in Quinton we find J. F. Baker, in Altus, Paul Brown, in Ponca City, J. Shannon, in Bristow, Jack Abrahams and in Spavinaw, L. O. (Doc) Reynolds.

Please mention Automatic World when writing advertisers.



It's easy to do good work in these bright, attractive offices of the new plant of International Motoscope Reel Corp., Long Island City. Equipment is of very latest design. The entire layout has been planned for maximum comfort of employees. Note the attractive venetian blinds.

AUTOMATIC GAMES ANNOUNCES NEW KING JR. VENDOR

Chicago.—"Because we have realized for some time that operators must be supplied with real professional equipment in a smaller size, we have spent many months in combining all the good features of larger expensive vendors into a low cost junior line," reveals H. F. Burt, official of Automatic Games.

"With smaller, less expensive vendors it is possible to take the smaller locations. It is true that these locations individually will probably make less money than larger more profitable locations. But for the same investment that is necessary for a route of expensive vendors, a greater number of smaller vendors may be purchased. Even if the returns on the small vendors are less, the aggregate returns of the greater number of smaller vendors is more than would be derived from a route of more expensive machines placed in larger locations.

"Our new vendor the King Junior, is of unusual strength, looks good, and is built to give years of trouble free operation. Since our first announcement to the trade of the new King Junior, orders have been pouring far beyond our expectations."

John rushed 'round looking for his coat. "What do you want it for, dear?" asked his wife.

"That fellow Smith across the road just telephoned to ask if I can lend him a corkscrew."

"Well, what do you want your coat for? Surely there's no need to go out? You can send Mary with it."

"My dear," he said, "your last remarks sum up the whole reason why women cannot lead armies, control nations or take anything but a subordinate part in the affairs of the world."

Most men and some women cannot tell the difference between temptation and opportunity.

The need of friendship is the germ of ingratitude.

IMMEDIATE DELIVERY!
SCIENTIFICS
12 FOOT
COIN OPERATED
BOWLING ALLEY
A REAL MAN'S GAME! The player rolls the balls himself! Pins reset automatically. All mechanical. No electrical units to give trouble.
ANOTHER HIT!
SKEE JUMP
Immediate Delivery!
Here at last is a game that has ALL the thrills of REAL BOWLING. A LIFE-TIME money-maker!
See us at the Coin Machine Show, Chicago, Booth 233
SCIENTIFIC GAMES CORP.
21 STEUBEN STREET
BROOKLYN, N.Y.
Tel.- EVergreen 7-0090

NEW MACHINES

MUTOSCOPE WILL EXHIBIT AT THE SHOW

★ ***SKY FIGHTER*** Anti-aircraft machine gun with dozens of exclusive new features. A real sensation on location.

★ ***VOICE-O-GRAPH*** Automatic voice recorder, using entirely new non-metallic disk. Records with remarkable clarity.

★ ***LECTRO-LIFT*** Amazing new mystery digger. Will open digger territory throughout the country. Legal wherever pin games are legal.

★ ***ZITO'S DOGS*** Nationally famous cartoon series now sold in post card form through the Mutoscope NOVELTY CARD VENDER.

★ ***1940 HOCKEY*** Many new features that continue the steady popularity of this great 2-player game.

TRIED-AND-TRUE
Winners

Don't make the mistake of passing these up. These famous machines are established winners and their universal appeal will maintain their moneymaking record for years to come.

PHOTOMATIC ***BANG-A-WAY***
RED TOP CRANE ***PUNCH-A-BAG***
SELECTOR MUTOSCOPE and Many Other Time-Tested Moneymakers

If you're not coming to the Show, write immediately for illustrated literature and detailed information on all these profit pullers!

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

44-01 11TH ST., LONG ISLAND CITY, N. Y. Cable: MUTOSCOPE, N. Y.

ROCK-OLA LEADERSHIP GIRL TO APPEAR AT SHOW. Symbolizing the streamlined beauty of the gorgeous Luxury Lightup Phonograph is the Rock-Ola Leadership Girl. Left to right, Ben Boldt, Rock-Ola Advertising Manager, introducing Leadership Girl to David C. Rockola and Jack Nelson, Rock-Ola Vice-President in charge of sales at far right. The Leadership Girl, whose picture appears on the front cover of the new Rock-Ola catalog, will be present at the Rock-Ola exhibit during the show.

The realistic pin action of Ten Strike requires a department by itself at the vast H. C. Evans & Co. plant. Photograph shows a portion of the pin action assembly division.

NEW N. Y. COIN MACHINE FIRMS

Albany, N. Y.—The following newly organized automatic machine projects have been issued charters of incorporation by the Secretary of State:

Scientific Games Corp., Brooklyn. Capital 100 shares of stock. Shareholders: Herman Montag, Sidney W. Rothstein and M. Murray Simon, New York City.

Tom Delaney Automatic Music Corp., New York. Capital 200 shares of stock. Shareholders: Thomas Delaney, Ralph Quintano and Albert Broccoli, New York City.

P. O. W. Popcorn Machine Co., Inc., Buffalo. Capital $10,000. Vending machines. Directors: Ruby Shrigley, Henry J. Brown and Armiger I. Hubbard, Buffalo.

Penny Photo Distributors, Inc., New York. Musical machines. Capital 200 shares of stock. Shareholders: Abraham Klinghoffer, Alan Nemser and Armin Kohn, 299 Broadway, New York.

Jerames, Inc., New York. Vending machines. Capital 2,000 shares of stock. Shareholders: James J. Down, G. C. Wunderlich, New York.

Lafayette Cigarette Service, Inc., Manhattan. Capital 200 shares of stock. Shareholders: Abraham Solomon, Bernard Weiss and Eleanor Landress, New York.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US

Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

SCALES WANTED—WATLING, Large old style models preferred—Give full description, condition and lowest Cash price. Babe Levy, 2830-10th Court So. B6—Birmingham, Ala. (Apr.)

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

RESIST-ALL, a dependable double-locking burglar resisting tear-gas device for Rowe Royals, 7-Column Stewarts and all models Nationals from 9-30 on is now saving operators hundreds of dollars annually. STOP LOSSES. Take those risky locations with RESIST-ALL Tear Gas. ED BROWN, Inc., 4605 Lindsley Avenue, Dallas, Texas.

FOR SALE ON LOCATION

A paying route of 52 No. 33 Northwestern ball gum venders, porcelain and in excellent condition. Machines located in West Texas, Weatherford, Mineral Wells, Cisco, Breckenridge, Graham, Olney, Archer City, Wichita Falls, Jacksboro, Muenster and St. Jo. Will sell for $4.50 per machine.

C. L. STEVENS

4914 Rena Street Dallas, Texas

ARKANSAS COIN MACHINE REVENUE DOWN IN NOVEMBER

Little Rock, Ark.—Coin machines furnished less revenue to Arkansas in the month of November, 1939, than in the same month of the previous year. Collections for November, 1939, were $446.50, while in November, 1938, collections totaled $665.

Total collections for the state on all taxes for November, 1939, were higher, however, totaling $2,099,-510.58 as compared with $1,886,-957.54 in November, 1938.

Please mention Automatic World when writing advertisers.

CREATING A CATALOG HOLLYWOOD STYLE

Rock-Ola's "Strike Up the Band" 1940 Catalog Exemplifies the Romance of Catalog Building

Dazzling lights piercing the darkness of night . . . gorgeous colors . . . a wealth of glamor . . . pretty girls . . . ROMANCE. That's a Hollywood premiere and it is also a minute description of the soon-to-be famous "Strike up the Band" Rock-Ola Catalog.

For this artistic creation is more than just ink and paper, more than pictures and poses. It is a fascinating portrayal of inspiration developed from a conglamorous assortment of flood light . . . cameras . . .

The guiding hands behind the scenes ponder over a technical problem that must be solved before "shooting" can continue.

flash bulbs . . . beautiful models and direction genius.

The first requisite in filling the prescription of an outstanding production was a "Leadership Girl." One whose beauty and flair instinctively harmonized with the streamlined, gorgeous Luxury Lightup Phonograph. She had to be colorful, graceful, and vivaciously appealing. Talent scouts brought back the

The "Leadership Girl" receiving her drum major's uniform. Proffering the gauntlets is Ben Boldt, Rock-Ola Advertising Manager, left. I. F. Webb, second from left, Rock-Ola Vice President, offers the boots. Jack Nelson, right, Rock-Ola Vice President in charge of sales, smilingly submits the balance of the wardrobe.

featured player to co-star with Luxury Lightup Models.

Then the director shouted "Lights! Camera! Quiet, please!" And the production was under way. Attractive "sets" were built befitting the dignity and glamour of the subject. Cameras were wheeled into position —unusual lighting effects added to the startling fascination of it all. Shadows and highlights played im-

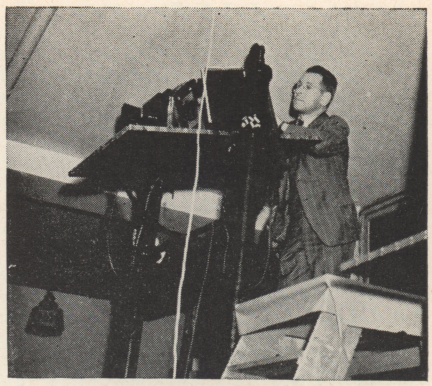
The "Leadership Girl" meets David C. Rockola, second from right.

portant roles in conveying desirable detail and behind it all were the guiding hands of the inspired director and his capable assistants.

Minutes fleeted quickly by, hours hurried on their way, days drew into weeks. All this time, imaginative visions became magical reality. The warmth of life, the personality of individual, the perfection of mechanical progression as represented in

The "Strike Up the Band" catalog is complete and receives admiring attention from, left to right, Ben Boldt, I. C. Christensen of Wittaker-Christensen, David C. Rockola, and Jack Nelson.

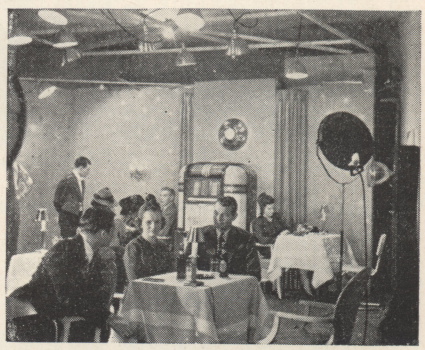
the Luxury Lightup Phonograph—all these elements were consumed by film, by color cameras, by kodachrome. Yes, consumed, only to



Gathering experience as a cameraman is David C. Rockola as he gives his approval on the scene to be "shot."

emerge in bright, living color tone.

The romance of the completed "Strike up the Band" catalog continues until its "premiere" at the Coin Machine Show. Now it is received as an outstanding achievement, radiant in its manifold colors, throbbing with beauty, designed and executed by superior craftsmanship—an admired example of



An interesting scene showing the battery of overhead lights and flood lamps necessary to bring out detail.

the powerful fascination and effectiveness of catalog-building the Hollywood way!

Please mention Automatic World when writing advertisers.

GOOD PHONOGRAPHS DESERVE
"CALCUTTONE"
AMERICA'S FINEST PHONO NEEDLE
SAMPLE — 35c LOTS OF 25—28c
LOTS OF 10—31c LOTS OF 100—25c
ALL OTHER PHONOGRAPHS NEED THEM!
THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

LIFE

By C. W. Percy,
Dallas, Texas, Operator

I have lived in this world for forty years,
Had lots of laughs, shed many tears;
Had ups and downs, got many knocks,
And stumbled over many rocks.

Some days I had to fight with Fate;
Found myself somewhat under weight;
I lost the fight, committed wrong—
These days were lost and much too long.

Some days I started with a song,
That gave me cheer and I felt strong;
To fight life's battles with a smile—
These were grand days and worth while.

Life and myself have been together,
In darkness, rain, and cloudy weather;
Oftimes I tasted life's bitter cup,
And drank more than my portion up.

But after darkness there came light,
The golden sun a shining bright;
I laughed, I leaped, rejoiced, was proud—
And forgotten was the ugly cloud.

I could again see joyful things,
The birds were singing, and their wings
So gracefully they split the air.
The world is fine, life beautiful and fair.

Then with some friends I trampled the town,
Went here and there and all around.
We walked and talked, we were so gay,
And before we knew, gone was the day.

Yes, life is fair, let's practice laughter,
Today, tomorrow, and the day thereafter.
And shout and sing so loud that our ears
Shall be closed completely to dreads and fears.

And now, my friends, just open up your ears,
And listen to me who has lived forty years:
It doesn't pay to be grouchy, sad and mad,
But it pays to be cheerful and happy and glad.

We are all going some some day to rest,
So open your heart, unbutton your chest.
Be onest and upright, and do your best—
Then life will be happy until the last.

Sometimes, when you feel your littleness—
Almost despondent, in distress—
Then just look to your God, and pray;
O Lord, don't let me go astray!

And now good-by, it's dark, and soon there be night,
But darkness is only the absence of light.
Cheer up, no use syndicating your woe—
Much better to spread sunsine as through life you go.

You may call me a Dreamer, or Fool if you dare;
You, my friends, you can call me whatever you care.
I don't care, for I laugh; I am happy and calm,
Why, you can be likewise—
Read the twenty-third Psalm.

OFFERS PENNY PLAY FOR MUSIC OPS

Burel & Company, Chicago, state that they have a big and interesting deal for music operators and distributors. They proclaim that the 1940 profit parade is now forming and request that music men fall in line.

This wide-awake firm offers somethings new in "PENNY PLAY" music. They offer this feature in super deluxe (Selective Phonographs. World famous mechanism—12 record selective, full toned automatic music machine, using regular records now in proven PENNY PLAY models—richly lighted in colors.

Operators interested should see the Burel & Company officials during the show. They are located at Orleans and Huron Streets. If not attending the show, write for full information.

City Siren: "You're certainly bashful, my man. You drop your eyes when I gaze into them."

Country Fellow: "Bashful, nothin'." I'm looking at your legs!"

Checking the Spots By ... Tom Murray

Hi Ho, Hi Ho, it's off to the show we go—etc. Yes, sir, the boys on the train coming up were very nice and all—most all, were off to bed at nine sharp. Fisher Brown kept a few of the boys up until ten, telling about his "Homing Pigeons." Brother, that Fisher is an authority on the sport of pigeon flying. He knows all the answers about the little birds finding their way back home. He and his son own some mighty fine birds.

* * *

Doggone, sho was tough to leave the summer weather down Texas way—summer weather??? All week the mercury stuck around the 20 mark and the boys didn't get warm until we reached St. Louis. Why, this Chicago weather reminds us Texans of Spring.

* * *

It sho do look like big coin machine business down in the Southwest during 1940. Looks like the boys will soon be sitting on top of the world again and if peaches ain't ripe they can eat candy. Hot dog!! Bring on your machines, Mr. Manufacturer, those Southwest ops are going places during 1940.

* * *

Novice writes in from Nebraska, saying he has a chance to buy a bunch of "BALLYHOO" tables and asked if it was a new game. It would be, wouldn't it? We don't answer. Nobody told us which shell covered the pea.

MILLS BARGAIN CENTER YEAR OLD

Chicago.—"The Mills Bargain Center came into existence about a year ago," reports Jack Marku, of Mills Novelty Co.

"This merchandise changes rapidly because of the bargains to be had. Because they move so rapidly it is possible to price machines at a much lower figure. Used or 'as is' machines are all put in good running order before being placed in the bargain department. Only the better machines are repaired—the balance are scrapped.

"Although the machines are not rebuilt, they have all been inspected by our repair department—a department with men who have performed repair work on bell machines for the past 20 years. Each of the machines represents an unusual buy, and the price on each is set for quick disposal.

"Rebuilt machines cannot be told from new. The machines are completely taken apart and rebuilt; all worn parts are replaced with new ones.

1940 PROFIT PARADE Now Forming—

FALL IN LINE-- MUSIC MEN

Write for particulars today and we will gladly furnish full details

SOMETHING NEW IN PENNY PLAY

SUPER DELUXE (Selective) Phonos—

World Famous Mechanism—12 Record Selective, full toned automatic music machine, using regular records now in Proven Penny Play Models—Richly lighted in colors equal to finest 1940 lines.

BUREL & CO., Orleans at Huron
CHICAGO, ILL.

A REAL DEAL FOR OPERATORS AND DISTRIBUTORS

THE SUCCESSFUL OPERATOR IS A THOROUGH BUSINESS MAN

By I. F. Webb, vice-president in charge of phonograph division, Rock-Ola Manufacturing Corporation, Chicago.

● The operator of a route of coin machines is essentially a salesman along with his other talents. Primarily, he has to go into a location and merchandise, or sell, the profit and trade-stimulating features of his phonograph. He must study the locality, the income bracket of the predominant portion of the people in the vicinity, their nationality and temperament. Finally, he must take into consideration the trade catered to by the particular location.

This last angle is especially important in servicing a route of phonographs. It would be a poor move

I. F. WEBB

to put records playing "sweet" music into a phonograph situated in a spot patronized by workmen, truckers and laborers. One location will do better with swing tunes for a young crowd; another will use a combination of both "hot" and "slow." A location whose appeal is more to the elderly man and woman will of course be more successful with sentimental songs, the Bing Crosby type and a few fast numbers.

The average successful operator must give each location the music that will persuade patrons to spend their nickels and he can't do this unless he has a clear picture of the musical likes and dislikes of different classes and groups of people.

Another angle is the section of the country. Bands preferred in the East are apt to be practically unknown in the West, and vice versa. It's a long way from New York to San Francisco and tastes change all the way along the route. On the West Coast certain orchestras and singers are preferred. Naturally, operators in these territories know the prevailing favorites and use their recordings.

Besides selling the location-owner on the value of putting in a phonograph, and then properly servicing it, the operator must keep well-informed of the latest improvements and technical advances of his products. This information he can pass on to prospective customers who once turned him down. New attractiveness in cabinet design, a slug-proof feature, new lighting effects . . . greater public appeal . . . all these points have been added by manufacturers to enable operators to offer their prospects more value and income security. Any one development offers the possibility of opening scores of new locations.

The successful operator not only merchandises his products, but he is also selling service. And here is where many would-be big operators fail. In an attempt to enlarge their territory, they may outgrow their service setup. Competitors with well-organized and modernly equipped service departments have a good opening through this especially vulnerable weakness. The location-owner has been taught to expect service, and if he isn't satisfied with the service he is getting, he makes a good prospect for a competitor. It is necessary to be prepared to give twenty-four hour service. As a final good will gesture, the smart operator will refund to his customer the nickel for his telephone call. Little acts such as this and a gracious attitude on the subject of repair calls will make it extremely difficult for competitors to replace machines with their own products.

Other services and considerations that every location-owner appreciates are as follows: Delivery of wrapped nickels and dimes at any hour of the day or night; equipment kept clean and attractive by service man on his calls; proper handling of collections during time of day when business is less active; politeness and respect on part of operator's representatives; neat appearance of service men (inexpensive uniforms and caps are very impressive).

Merchandising his product doesn't stop here. The alert, progressive operator is a good business man and as such he doesn't overlook the opportunity of making his place of business just as attractive as the dry goods store next to him, or the jewelers across the street. Even though very few customers call at the show room and office, the public passes by every hour of the day, and favorable public opinion is to the operator what nickels are to his vending machines. Business might stop dead still without both.

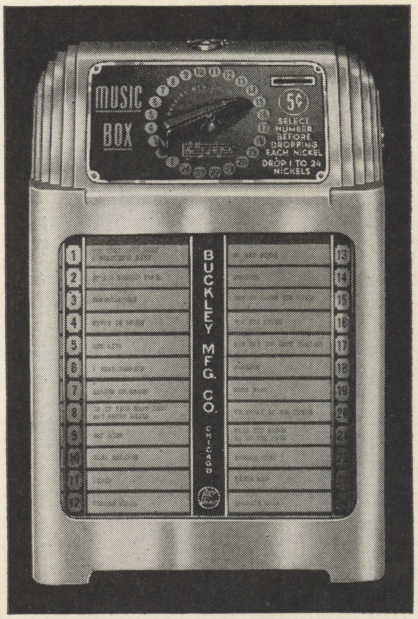
For this reason, a well-lighted, clean, businesslike office is necessary. Attractively designed show windows with unusual window displays will impress passersby and build good will.

Lightup phonographs are especially appealing at night when their colored lights attract crowds and make observers phonograph minded.

Furthermore, a business concern to be thoroughly respected must make a part of its resources available to its community. One company operating cigarette machines aided the community chest by advertising it on special imprint matches which were put in all their cigarette machines before and during the campaign. Another operator of phonograph machines makes a habit of donating a machine and records to charity affairs. Other means of building a solid public opinion are limited only by the operator's imagination and desire to further his own business success as well as that of the entire industry.

Finally, to do a complete merchandising job, an operator will do well to keep an accurate financial account of his business. One of the first steps any business organization takes is the establishment of a good, practical, bookkeeping and accounting system. The coin machine operator should be no exception. It is vitally important for him to know which machines are paying a profit and which are re-

MAKE MORE MONEY
WITH
Buckley Music Systems



UNITED NOVELTY CO.
504 W. HOWARD ST.,
BILOXI, MISS.

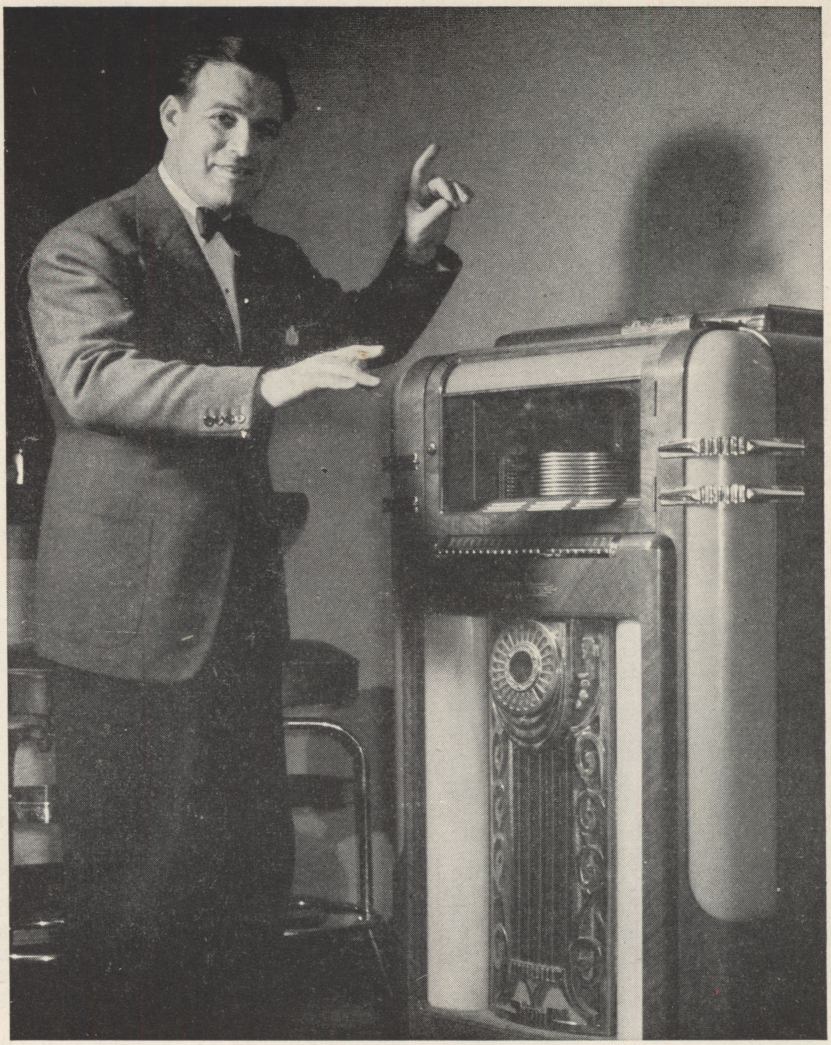
ducing the average net returns. This constant check will tell the operator when to remove a machine, replace with a newer model or add additional equipment

Along with this ability as a business man, the average successful operator has a knowledge of bookkeeping, advertising and sales promotion. He must also give credit, direct his personnel and help service his equipment. However, throughout all of his manifold activities, to achieve best results and the goal of success towards which he is aiming, an operator must merchandise his equipment, himself and his place of business to customer and general public alike—step by step—all the way.

"Woo-Woo! What a Swell Picture!" exclaims film comedian Hugh Herbert as he admires the Photomatic picture he has just taken of himself. Theatrical celebrities are great fans of the remarkable Photomatic machine, which automatically takes, frames and delivers a fine self-portrait in only forty seconds. Photomatics are operated in 34 countries throughout the civilized world. International Mutoscope Co. of New York, manufacturers of the Photomatic machine, are now making available to all Photomatic operators similar celebrity photographs to the one above, for use in their own operations.

A young lawyer, pleading his first case, had been retained by a farmer to prosecute a railway company for killing 24 hogs. He wanted to impress the jury with the magnitude of the injury. "Twenty-four hogs, gentlemen, twenty-four hogs. Twenty-four; twice the number in the jury box."

Please mention Automatic World when writing advertisers.



Horace Heidt, top-flight band man, who recently broke all crowd records at Shea's Buffalo Theatre, listens with a smile of satisfaction as the beautiful Wurlitzer Phonograph plays back one of his own recordings. Bandman Heidt keenly appreciates the exceptional tone quality of the Wurlitzer in playing the records which he has made. Thousands of Horace Heidt recordings are used each year in Wurlitzer Phonographs from ocean to ocean, on ships at sea and in foreign countries.

CLIP HERE CLIP HERE

SUBSCRIPTION COUPON

Subscribe now for AUTOMATIC WORLD and keep posted on the coin machine trends during 1940. Send $1.00 for one year or $2.00 for THREE years. Do it now.

Automatic World,
P. O. Box 765,
Fort Worth, Texas.

Enclosed find $..... for which send AUTOMATIC WORLD for..... to—

Name .....

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City ..... State.....

THE ORIGINAL BOWLING GAME

PROVEN BEST BY EVERY LOCATION TEST!

EVANS' *Ingenious*

TEN STRIKE

ENTIRELY SKILL! REAL BOWLING! AUTOMATIC!

Fully Covered by U. S. Pats. 2,181,984 and D-116,550

OK'd BY AMERICA!

From coast to coast—operators in the know hail this phenomenal game as the sure bet! Over 4 months proven performance on locations establish it as the absolute "tops" of the industry! Its amazing earnings started the bowling game trend. Be smart! For your locations, choose Evans' TEN STRIKE, the original—and go places in 1940!

TEN STRIKE IS A GOLD STRIKE!

Realistic Manikin Play and Pin Action! Bowling Play without confusion. Pins actually knocked over and removed from sight by "Automatic Pin Boy" feature! 100% Legal!

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EVANS' BOOTHS

29-30 37-38

Hotel Sherman, Jan. 15-18

Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.

NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL F I N D THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND $1.75

USED VENDERS IN TIP-TOP CONDITION

42—No. 33 Porcelain, 4 months old	$5.50 Each
35—No. 33 Porcelain, Excellent Condition	4.50 Each
3—Model "M" Porcelain COLUMBUS	3.50 Each
10—De Luxe Red Porcelain	7.50 Each
2—Triselectors, Like New	17.50 Each
40—Model 33 Ball Gum Venders practically new	5.00 Each
42—No. 39 Porcelain like new	7.25 Each

Get prices and samples on our CHEF brand Spanish and Jumbo peanuts, Cashews and Boston Baked Beans.

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